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The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

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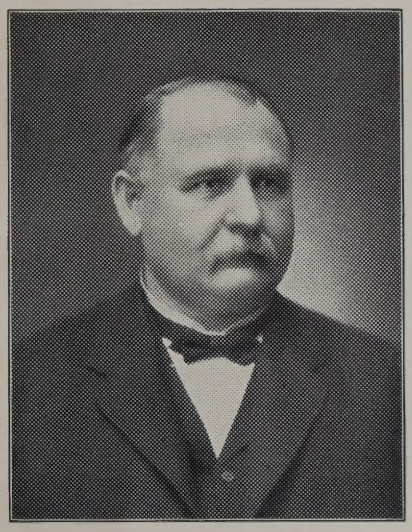

A WORD FROM MR. BOWSER.

Especially to the Boys Working in the Smaller Towns.

Gentlemen:—I feel that a good point was overlooked, or at least was not threshed out as it should have been.

That is this: Where it is convenient for you to call on "The Insurance Man" of the town in a casual way, inasmuch as our tank lessens the chances of a fire which undoubtedly would interest him, and as you "were passing by," you just drop in and show it to him. I am of the opinion ordinarily you will get a most cordial reception; and it would not be a strange thing if he were carrying some insurance under protest, as it were, for a brother, or brother-in-law or a friend, where he wished the oil conditions were different.

In this case, would not a fellow like this be a valuable help to you in getting an order from such a one? I am sure a shrewd salesman could handle this matter very much to his advantage. But if this fellow were not congenial, then drop him as soon as possible and get out of his office, but, as I have said, in the small places, say of from one to three or four thousand inhabitants, my opinion is that in ninety-nine times out of a hundred they will "go up" over your model and give you a most cordial reception. Try it once. If it don't work to suit you—drop it.

Another Point

I wish to call your attention to is the question answered by Mr. W. R. Hance as to the fellow going out of business. This is important, and should have received more than a passing notice. Mr. Hance says he never questions the fellow's statement that he is going out of business, but at once interests himself in it as though that were what he was looking for. He looks about the store with the merchant, who feels sure he is not expected to buy, and he becomes somewhat loose in his statements and reveals his interest in the tank. Then it is you can talk to him about cleaning up the rear part of his store and putting in a fine tank like this, which will help sell his store.

Now suppose he has no intention of going out of business, which is often the case; what an excellent chance you are giving him to come off his perch and do business without any embarrassment whatever.

Suppose he is going out of business, say to him: "An old farmer is not supposed to know anything about business, yet he has an old plug in the barn worth $10. He gets a chance to sell it and goes in to bring it out. He shakes the straw out of the horse's tail, knocks the hay seed off his sides, straightens out his mane and foretop, gives him a good slap on the side with the palm of his hand, jerk the halter with a "hey there," and up goes the old plug's head, price $15,00, sir. Five dollars raise in three minutes—and he gets it. The moral: Merchant buys a tank of me; fix up your store a little; add five hundred dollars to your price and do business."

In view of the above, it looks to me that a salesman would do well to go a long way to see a fellow that is going out of business. However, I am sure the above is a most excellent and pleasant way of handling the hitherto "to most salesmen at least," most uncomeatable cases.

Yours very truly,

S. F. Bowser

Humpty Dumpty sat on the counter,
Playing with matches and fire;
One dropped in a can with Gasolene filled
Now Humpty is playing much higher.
C. A. W.

Busy

Get Busy

1906 - $1,000,000 - 1906

Yours Truly

A J Oldham

OUR ORGANIZATION

Home Office, Fort Wayne

S. F. Bowser, President.
Allen A. Bowser, Vice President.
A. Z. Polhamus, General Manager.
C. A. Dunkelberg, Secretary and Treasurer.
S. B. Bechtel, Asst. Gen'l. Manager, Western District.
W. G. Zahrt, Supt. Salesmen.
C. A. Carrel, Asst. Supt. Salesmen.
C. F. Hatmaker, Manager Mail Order Department.
H. B. Harper, Manager Advertising Department.
E. D. Eggimann, Manager Collection Department.
J. L. Mattoon, Manager Accounting Department.
L. E. Bowser, Supt. of Factory.
H. J. Grosvenor, Asst. Supt. and Purchasing Agent.

Boston Office

E. M. Savercool, Asst. Genl. Manager Eastern District.
D. A. Corey, Manager.
H. E. Anderson, Asst. Manager.

Toronto Office

W. R. Hance, Manager.

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EASTERN DISTRICT SALESMEN

Maine—N. A. Ring, F. A. Wrisley.
New Hampshire—P. F. Cashman.
Vermont—
Massachusetts—W. J. Fitzpatrick, H. Z. King, H. W. Stores.
Rhode Island—G. W. Dennett.
Connecticut—Lewis Smith.
New York—G. W. Bigelow, C. R. Eggleston, C. E. Saunders.
New York City—F. W. Meegan, W. H. Ladd, J. S. Ladd.
Buffalo—J. N. Dietch.
New Jersey—Thos. Mathers, J. C. Dunsmoor.
Pennsylvania—J. W. Runyan, J. H. Medsker, L. D. Kamps, Geo. L. Roser, Ralph L. Koser.
Philadelphia—Geo. R. Quarles.
West Virginia—A. H. Collins.
Maryland—A. H. Collins, E. B. Koser, M. T. Hole.
Maryland-Delaware—A. H. Collins, E. B. Koser, M. T. Hole, R. M. Koser, W. B. Lynham, E. J. Crowley.
Virginia—A. H. Collins, C. H. Hunt, A. Curry, R. E. Freeman, G. W. Holmes.
N. Carolina—D. H. Shields, C. H. Kelly.
S. Carolina—J. M. Sitton.
Georgia—J. M. Sitton, C. E. Saunders.
Florida—C. E. Saunders.
Dominion of Canada—Thos. Cragg, J. B. Bate, Nap. Rosconi.
Railroads—W. T. Simpson.

WESTERN DISTRICT

Michigan—A. Laverty, G. E. Bowen, F. Nixon.
Detroit—J. N. Dietch.
Ohio—F. W. Leslie, C. F. Shupp, A. A. Martin, J. A. Gilmore, W. E. Jenkinson.
Indiana—J. D. Gumpper, O. B. Fitch, E. B. Beard, Rosser McClure.
Kentucky—R. McClure, C. D. Austin.
Tennessee—H. C. Carpenter, Jr., C. M. Comparet, S. L. Jordon.
Alabama-Mississippi—H. T. Purdy, J. B. Purdy.
Illinois—H. B. McCardel, M. S. Martin, C. E. Neff, O. E. Fleming, P. W. Vonderau, J. A. Walter.
Chicago—J. N. Dietch, K. F. Hessenmueller, F. L. Hanks, M. M. Wood.
Wisconsin—R. E. McIntosh, R. B. Lipes.
Minnesota—Geo. Cornell, R. L. Duncan, Holmes.
Iowa—G. W. Pask, A. N. Black.
Missouri—C. P. Hannon, R. E. Snow, G. E. Prine.
Arkansas—F. G. Howard, O. H. Wilson.
Louisiana—J. P. Pressgrove.
N. Dakota—A. B. Cornell.
S. Dakota—Geo. R. Hance.
Nebraska—E. Horton, E. P. Walker.
Kansas—W. J. Faust, E. P. Hayes.
Oklahoma Ter.—J. G. Rodman.
Indian Ter.—
Texas—J. G. Rodman, D. C. Traxler, F. M. King, Geo. Romer, F. M. Wilson, H. A. Woods.
New Mexico—
Arizona—E. E. Elliott.
Colorado—G. L. Heusner.
Utah—C. M. Harmen.
Wyoming—
Idaho—
Montana—A. B. Cornell.
Washington—E. F. Klotz, W. C. Smith.
Oregon—E. F. Klotz, S. D. Stoddard.
California—E. F. Klotz, E. E. Elliott.
Nevada—
Mexico—J. L. Holmes.
Railroads—W. T. Simpson.

THE BOWSER

BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.
On the Fifteenth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication

Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Take a look at a Bowser outfit—note the component parts, valves, stuffing boxes, cylinders, etc., each with something to do and each dependent on the other for help in the performance of its assigned task.

* * *

In the old days before oil storage had attained its present state of perfection, there were not so many parts, and the same careful attention to detail was not so necessary as it is now; but today every separate piece is designed so as to work with every other part of the mechanism and the result is the finest arrangement possible to devise for the handling and storing of oil.

* * *

In the same way, the business force of S. F. Bowser & Co. is made up of a large number of working parts—the officers, the department managers, the salesmen, the clerks and the shop employes, and the success of the company is largely due to the working together of all the force. Not that one man might be likened to a Stuffing Box, or another to a tank—we assure you that is far removed from the intention of the comparison.

* * *

Co-operation is becoming more necessary as we grow larger, and it is the endeavor of this company to facilitate the workings of the entire organization in every way possible. One of the results of this effort on their part is the Bowser Business Boomer, of which this is the first issue, and successive numbers of which will be published on the fifteenth of each month. It will be used as a medium for placing us in closer touch with each other.

* * *

In this paper there will be found from time to time, suggestions which will be made for the betterment of conditions. They will, in many instances, be the actual experiences of the salesmen. Note will also be made of special orders or the placing of our outfits with prominent companies, or the securing of orders in the face of severe competition, for it is easier for you to approach a man if you can tell him of a recent sale under similar conditions to some one in the same line of business.

* * *

Now, we do not want to have to run this paper all by ourselves. Up in the corner of this page you will find a list of the editors. If we were to put in the names of all of those whom we expect to contribute, that list would include every employee of Bowser & Co. If you have something that you think will be of interest, send it in; if you have overcome certain peculiar difficulties, write us telling us about it, it may help some other fellow. If you have an amusing experience or run across someone else who had one, send it in. If you have run across a stiff proposition that you do not know just how to meet, send it in and we will publish it, for possibly another salesman has at some time past been up against the same thing. In other words, the editors of this paper include the entire force of Bowser & Co.

* * *

The columns of this paper will be used to acquaint you with everything new in oil storage, and a careful perusal of each copy will keep you abreast of the times.

* * *

An oil can in the corner,
Plus a match or cigarette,
Equals trouble in the neighborhood,
And that's not all, you bet.

C. A. W.

Top Row—From left to right: C. A. Willson; A. B. Cornell; Geo. Cornell; Geo. R. Hance; Geo. E. Bowen; A. Laverty; F. Nixon; R. B. Lipes; G. W. Hafner; O. B. Fitch; F. M. King; C. R. Eggleston; W. B. Lynham; Geo. L. Koser; Thos. DeVilbiss; R. M. Koser; F. A. Knoche; A. H. Collins; M. T. Hole; S. D. Stoddard; E. B. Koser; O. H. Wilson; G. W. Pask; H. B. McCardel; J. A. Waller; H. T. Purdy; J. B. Purdy; F. G. Howard; C. M. Harmen; J. L. Holmes; H. M. Bowser; Geo. Romer.

Second Row: A. N. Black; C. A. Carrel; C. F. Shupp; J. C. Dunsmoor; D. H. Shields; C. H. Kelly; T. D. Mathers; F. W. Leslie; Geo. R. Quarles; L. D. Kamp; C. D. Austin; E. B. Beard; W. C. Smith; C. H. Hunt; E. J. Crowley; E. P. Walker; C. H. Carpenter, Jr.; P. F. Cashman; J. D. Gumpper; P. W. Vonderau; J. G. Rodman; C. P. Hannon; Thos. Kimmel; F. W. Meegan; Geo. Marahrens; J. L. Rhodes; W. H. Ladd; J. S. Ladd; S. L. Jordan.

Third Row: Napoleon Rosconi; O. E. Fleming; F. A. Wrisley; G. W. Dennett; H. W. M. Storer; K. F. Hessernmueller; F. L. Hanks; M. M. Wood; R. L. Duncan; R. E. Freeman; F. E. Beatty; H. A. Allers; J. L. Mattoon; R. E. McIntosh; R. E. Snow; W. E. Jenkinson; N. A. Ring; W. T. Simpson; D. C. Traxler; E. P. Hayes; J. N. Dietch; Russell Whitney; C. M. Comparet; J. A. Gilmore; A. A. Martin; M. S. Martin; F. G. Rodenbeck.

Fourth Row: H. C. Storr; Geo. S. Miller; M. A. Wyneken; E. D. Eggiman; Louis Smith; Robt. Kramer; C. H. Meek; G. W. Bigelow; J. H. Medsker, J. W. Runyan; E. F. Klotz; J. B. Bate; Thos. Cragg; E. W. Lewis; J. H. Bobbitt; J. Fred Bartels; G. A. Schust; W. D. Inslee; W. R. Hance; W.G. Jones; W. J. Fitzpatrick; H. Z. King; C. H. Davies; Geo. Kuntz; A. Curry; Jas. Nerhood; Rosser McClure; A. M. Bartling.

Front Row: H. G. Weaver; Albert Bowser; E. F. Miller; Ray Arentz; C. Skappel; H. B. Harper; W. T. Hatmaker; C. F. Hatmaker; H. E. Anderson; D. A. Corey; W. G. Zahrt; H. J. Bradley; Alex Bowser; A. A. Bowser; S. F. Bowser; A. Z. Polhamus; C. A. Dunkelberg; E. M. Savercool; S. B. Bechtel; L. E. Bowser; H. J. Grosvenor; R. J. Stirk; B. M. Brink; W. A. Bursch; F. M. Morrison; Lionel Gluebard; Wm. H. Harmeyer.

Well, the 1906 convention is over. We are sorry, too, for although it has meant days and nights of work, it is always a pleasure to shake hands with the boys in the field who have in the past so manfully responded to the call for "orders." The convention was a great success from every view point and it was characterized by the earnest desire of the men to learn more about the business.

The business part of the program commenced Wednesday morning (January r3d), with a hearty address of welcome by our president, Mr. S. F. Bowser, followed by a happy response on behalf of the salesmen by Mr. A. H. Collins, of Washington, D. C. On Wednesday afternoon, General Manager, Mr. A. Z. Polhamus, in his usual thorough style, discussed "Plans for 1906." The gist of his talk was "A Million for 1906," which was heartily and enthusiastically cheered by the Bowser men. The balance of the program, consisting of papers, was received with thoughtful attention by all of the salesmen. The papers were exceedingly thorough and contained many selling points of practical value.

The management is indebted to Messrs. D. A. Corey, J. B. Bate, W. R. Hance, Rosser McClure, J. W. Runyan, H. T. Purdy and D. H. Shields and others for their willingness to serve the firm by preparing papers, and at the same time it desires to compliment them for the thoroughly capable manner in which they handled their various subjects. A humorous paper by the Secretary, Mr. C. A. Dunkelberg, entitled "Hunting and Fishing vs. Orders" was received with much laughter. Mr. F. E. Beatty, General Manager of the Kellogg Fruit Farm, Three Rivers, Mich., also entertained the boys with a humorous talk which was interspersed with serious observations, arguments and plans for the selling of Bowser Self-Measuring Oil Outfits. The "Exchange Proposition" was ably handled by Mr. E. M. Savercool, Assistant General Manager of the Eastern Division, and a practical talk on "How Can I Increase My Sales" was given by Mr. S. B. Bechtel, Assistant General Manager Western Division. Many other practical arguments and suggestions were given by the salesmen, culled from their experience in the field

A feeling of sociability pervaded all of the sessions, uniting the salesmen in bonds of fellowship. Old acquaintances were revived by the pioneer salesmen, and new men were cordially received and made to feel that they were welcome in the ranks of the selling organization. Such well-known after-dinner speakers as Chauncy Depew and Simeon Ford were eclipsed by several of the Bowser men. Messrs. Quarles and Snow were present with their usual fund of good humor. Mr. Fitzpatrick, "one of the wise men from the east," was occasionally heard from. In addition to being able to deliver goods in the way of "orders,"

Mr. M. M. Wood has many other accomplishments. He entertained the salesmen at the parlors of the New Aveline hotel with many mysterious sleight-of-hand performances, as well as showing many of the tricks of magic performed by Herman, Keller, etc. Mr. Wood was one of the popular men at the convention. Of course the old stand-bys, Messrs. Bate, Craig, Dietch, Gumpper, Klotz, McClure, Mathers, Medsker, Pask, Walker, etc., were there, and the new men were much benefitted by the practical pointers received from these as well as from many of the other salesmen.

* * *

The keynote of the convention was "A Million Dollars for 1906," and most of the papers and talks made some reference to it. If possible this seemed to lend a more invigorating spirit to the entire convention. While many conjectures were made, the concensus of opinion as expressed was that the mark would be reached. It was only a question as to whether Bechtel or Savercool would win.

* * *

All through the week Mr. Bowser seemed to be in a peculiarly happy frame of mind. The "Old Man" seemed proud of his family which is growing so rapidly. Every once in a while he would sort of bubble over with a hot shot for some salesman, or to wake Ed. Walker out of a nap. "Ed." wasn't sure whether he had been there four or fourteen years.

* * *

Another fact which predominated and which attracted the attention of visitors especially was the large number of men who were minus the hair from the top of their head—in other words, bald. Some asserted it came from trying to sell tanks to the man who had gone out of business; others that it was due to their not having joined the Bowser crowd before.

* * *

Everybody enjoyed Harry Medker's speech. It came toward the last of the week and is one of the few speeches which we feel warranted in printing. Its start was the struggle to arise; the body of the speech consisted mainly, in fact wholly, of a grin, and it ended with his sitting down. It evoked considerable enthusiasm.

* * *

The session ended with an elaborate banquet Friday evening, January 5th, at the New Aveline hotel, with the following program:

TOASTMASTER—S. F. BOWSER

Invocation - - - - - - - - - - - - - H. B. HUNT

Wanted—Men - - - - - - - - - - - - A. Z. POLHAMUS

Violin Solo - - - - - - - - - - - MISS VON EBERHARDT

A Pleasant Morning - - - - - - - - - - - J. B. BATE

Recitation, by Request—An Irish Jubilee - - - - - A. CURRY

The Christian Salesman - - - - - - - - - - FRANK KELSEY

Just for Fun - - - - - - - - - - - - - F. E. BEATTY

Solo—Thy Dear Eyes - - - - - - - - - - C. A. WILLSON

Men We Meet - - - - - - - - - - - - B. J. GRISWOLD

In the Days of Long Ago - - - - - - - - - E. M. SAVERCOOL

Solo—The Night Birds are Cooing - - - - - - - W. C. SMITH

Yarns - - - - - - - - - - - - - - C. A. DUNKELBERG

How to Do It - - - - - - - - - - - GEO. R. QUARLES

One from the Washington Bunch

* * *

If the Washington Bunch can create as much enthusiasm among prospective customers as they aroused by their singing "There'll be Something Doing in Maryland. Likewise our southern friend, Quarles.—While poetry and tanks are not generally considered in the same breath, nevertheless, a good tank salesman almost convinced us he had missed his calling.

* * *

Mr. Polhamus wanted men,—not more salesmen, but men in the broadest meaning of the word; men of honor and integrity, whose being was a benefit to mankind.

* * *

Mr. Kelsey urged the necessity of "Good Works" with good orders, and then Mr. Beatty was called "Just For Fun" and he responded right nobly. His dried apple story will keep Dunk going some. Mr. Griswold, as he depicted characters familiar to all present was greeted with enthusiasm. He was right in tune with the spirit of the meeting, and as he showed up the bright side of things which he said every place and character in life could present, many of us saw a better way in which to look at the annoyances of the salesman's life.

* * *

An event not on the program was the presentation of a handsome silver service to Messrs. Bowser and Polhamus. Mr. J. B. Bate spoke in a happy vein and made the presentation on behalf of the selling organization. The banquet came to a close by the officers and traveling men singing "God Be With You Till We Meet Again."

THE SALESMAN'S LAMENT.

M My, but they're certainly after us hard.
O Orders, more orders, and working by card;
R Riding and driving, reporting each day,
E Even "exchange" they tell us will pay.

M My way—the old way—I'm bound to confess,
O Often consists in working "by guess."
N Now, since I've given the new way a test,
E Everyone sees just how much I've progressed.
Y Yes, and my statements show which way is best.

TO THE TUNE OF "TAMMANY"

As sung by "The Washington Bunch" at the Banquet.

Once there was a famous hunter, who could shoot the chutes,
He could always tell a whopper, you can bet your boots,
He has told so many that he thinks they are true,
And if he should lose his pipe, I don't know hwat he'd do.

CHORUS.

Dunkelberg, Dunkelberg, he's the man you've got to know.
He's the man who has the dough,
Dunkelberg! Dunkelberg! On the level, you're a devil,
Dunkelberg!

He is always telling us of business he has done,
How the railroads simply send him orders by the ton;
But if you should want to touch him for a fifty spot,
He will say "Show me the biz," or else I guess you'll not.

CHORUS.

AN ODE TO THE BOWSER

While traveling last month on the Boston and Maine
An inspiration over me came;
It says, "Old man, get out your blank
And write an ode to The Bowser Tank."

Forthwith from sample case I drew
A tablet and Catalog No. 2,
And using it for secretaire,
I penned these lines in the town of Ayer:

The Bowser Tank
It has a Crank,
One Plunger and a Nozzle;
Two brass Check Valves
That work themselves,
Thru which the oil doth guzzle.

It beginneth at the bottom
And bringeth to the top
The heaviest oils and liquids
And spilleth not one drop.

It has a friend
In the grocery-man—
Handles oil just like a hero;
And without its aid
The money made
On oil would be a zero.

—GEO. R. QUARLES.

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TO THE TUNE OF "EVERYBODY WORKS BUT FATHER"

As sung by "The Washington Bunch" at the Banquet.

Every morning at 8 o'clock, the gang all come to work,
Everybody thinking of the things he is going to shirk.
But when they see the orders there, staring them in the face,
They all begin to think they'd like to have a cinch on a Salesman's place.

CHORUS.

Nobody works but Mr. Bowser, and he works hard all day,
Dunkle counts the money,
Polhamus is always away.
Zahrt looks over the orders, so does Lucy Ann,
Nobody works at the office, but our "Old Man."

Savercool rides up and down along the Eastern shore,
Bracing up the Yankee Boys to leave the West behind.
We know we've got that Million cinched and that we've done our line,
And when the next convention comes, you bet we will be there.

CHORUS.

Nobody works but the Salesman, and he hustles around all day,
For we are going to get that Million if we never hit the hay,
You may not think we will do it but we will show you that we can,
And we will see "the smile that won't come off" of Our Old Man.

Mary had a little tank,
'Twas filled with gasolene;
A little match dear Mary struck
And since has ne'er ben "zine."

HOW TO DO IT

As recited at the banquet.

We meet again in old Fort Wayne,
The town made famous by Bowser name,
From North to South, from East to West,
To learn, if possible, which way is best
To sell the Bowser Tank.

Says Mr. Bowser, "I know the way;
Just listen to what I have to say:
Get out and hustle from day to day,
Tell all its merits, be very frank,
And you're sure to sell The Bowser Tank."

"Hold," cries Polhamus, the wise old sage,
"No business man in this great age can do without the Tank,
For it does away with all mistakes,
Makes honest men oftimes of fakes;
What else is needed, for goodness sakes?"

"You are both dead wrong," says Dunkleberg,
"I have the floor and must be heard;
Take a piece of lead pipe to the darned old crank
And make him buy a Bowser Tank."

"Come, let's be patient," says Mr. Zahrt,
"Salesmanship is a work or art,
And if every man will do his part
He'll not only sell the Bowser Tank
But will have big money in the bank."

Bechtel says, "Let's take a flyer
And make the price a little higher;
Bowser tanks can always be sold,
For they are really worth their weight in gold;
To prove this just ask the buyer."

Now, Savercool, of Boston town
He makes them plank their money down,
And says, "Down East they are glad to do it
And not one case has cause to rue it."

The boys on the road who sell the tanks
Accept your suggestions with many thanks;
And here is a secret—just keep it dark—
This year we will reach the Million Mark.

—GEO. R. QUARLES.

A HINT IN REGARD TO CREDITS

McGinnis kept a saloon and lived with his family upstairs. One day his bartender shouted to him:

"McGinnis, shall I trust Tim O'Leary for a drink?"

"Has he had the drink?" called back McGinnis.

"He has."

"Then thrust him."

SHE HADN'T ENOUGH

A woman entered a photograph gallery.

"Do you take pictures of children?" she asked.

"Yes", was the reply.

"How much are they, please?"

"Three dollars a dozen."

"Well," she replied with a sigh, "I shall have to wait and come again. I have only eleven."

PERSONALS

When you are making a sale and there is "outside" interference, tell Mr. Hessenmueller's chicken story.

A letter from Mr. Cornell states that his train was sixty-five hours late.

Mr. Chas. P. Hannon says he expects to get his "han-on" a lot of business.

Several new faces were numbered among "the wise men from the east." We certainly wish Messrs. Wrisley, Storrer and Smith every success in their work.

Did you hear Mr. N. A. Ring join in the singing of "Tammany" at the banquet?

Never mind, boys, we are going to have a new hotel in Fort Wayne some day.

We were glad to have with us at the meeting the following new salesmen: Messrs. J. A. Gilmore, C. M. Harmen, Geo. Cornell, E. B. Beard, L. D. Kamp, Floyd Nixon, F. M. King, C. N. Kelley, R. E. Freeman, E. L. Jordan, H. Z. King, J. A. Waller, M. S. Martin and C. R. Eggleston. They seemed to be interested in learning all they could about the business.

Mr. J. L. Holmes left for Mexico on the 11th.

Mr. W. C. Smith, of Columbus, Ohio, must have taken the fast train home, for an order came in from him a day after he left.

The Railroad department, consisting of "Dunk" and "Bill," rounded up a twenty-five hundred ($2500.00) dollar order this week.

We missed our old stand-by, Mr. C. E. Saunders.

Messrs. Pressgrove and Sitton were detained at home on account of sickness.

Mr. C. F. Shupp says business is promising in his territory.

Let us make more "exchanges" this month.

The Washington Bunch can take orders as well as sing.

Harry Purdy is still in Fort Wayne. Does anybody know what's keeping him? He attended the Majestic theatre Wednesday night. Purdy has pretty good taste.

Mr. W. R. Hance leaves the factory for Toronto next week.

Mr. Meegan, of New York, certainly presented an interesting paper.

When a customer tells you that he is going out of business, or that he does not handle enough oil, remember the valuable arguments presented by Messrs. Hance and Bate.

Mr. Frank Leslie, the first salesman who sold goods for S. F. Bowser & Co., was at the meeting. He still represents the company in Ohio.

Do not forget the resolutions for 1906:—

To remember that my firm wants a million dollars' worth of business and to do my part.

Not to forget the old user of a Bowser Tank. Perhaps I can interest him in an exchange.

To be cheerful, happy, resourceful, to follow the rules, and keep everlastingly at it.

To remember that the secret of success is work.

To work my territory closely.

To strive for an order every day.

To get the order I am striving for.

To remember when I take an order for a Bowser Tank I please three—my customer, myself and my firm.

RAILROAD DEPARTMENT

DEAR BILL:—We must get down and dig.

Yours, DUNK.

Overheard at the Convention: They were talking about Mr. Holmes' trip through Mexico. "By Corey, that was a Purdy good Run yan—I Vonderau he did it. Let's Savercool Bird."

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 FEBRUARY 15, 1906 NO. 2

THE AUTOMOBILE SHOW AT THE MADISON SQUARE GARDEN.

BOSTON, MASS., Feb. 7, 1906.

To the Editor of The Boomer, Fort Wayne, Ind.

DEAR SIR:—Complying with your request for an article on the Madison Square Automobile Show, which was held in New York January 13th to 20th. This show in general was a tremendous success, the number of exhibits being much larger than at any previous show. All decorations were of uniform color, copying the style of the European shows, this making a beautiful sight and creating a lasting impression on those in attendance. It will not be my aim to give you a resume of the show proper but rather from a Bowser business standpoint.

Our space, while ample in size, was not in the best of locations. The exhibit, however, was first-class, showing all styles of gasolene tanks and pumps, including the $\frac{3}{16}$" and $\frac{3}{8}$" tanks, in this manner educating the public to purchase a higher class of gasolene storage tanks. We had determined at the shows that we quote only net prices, without discounts excepting the usual for cash; that we would quote on nothing excepting 12 gauge tanks and make practically all quotations on the cut 41 pumps with Meters; in fact, to show and talk the highest class of goods which we manufacture. That our determination was right was proved by all the boys who were in attendance at the show, not only to the demonstrators, but to the salesmen who called on us from time to time; it proved to be the right thing to do.

Our demonstrators laid great stress on high-class goods and the fact that our prices were uniform throughout the country; that discounts could not be allowed. In some instances we allowed intending purchasers to depart rather than to break this rule, thus protecting the salesmen on the various territories and by example showing to them that goods can be sold at one price only, and without discounts, thus treating the trade throughout the country fairly and showing favors to nobody.

Our observation was that those in attendance at this show were of a higher class than ever before, and they were looking for better goods than at previous shows. We made but one sale of a Cut No. 48, although we had an outfit on exhibition. Practically all our sales were of the Cut 41 and 47, a large number of the pumps being equipped with Meters and besides we sold a number of Meters to be applied to pumps sold last year, showing that Meters should have been demonstrated more forcibly in the past. We also sold a number of Nozzle Filters.

A fact of importance is that 19 out of 33 sales made were on prospects from the Boston Office, and made to people who had been quoted the old prices at various times. A large number of good inquiries were made, some of which will result in fine business for the salesmen. Although an alleged competitor had an exhibit very near, we did not have any other tank outfit mentioned to us during the show. This was remarkable, inasmuch as during previous shows we had heard something about cheaper tanks being made. The Wheel Tank was the center of attraction, its fame having spread throughout the building. It was inspected by insurance men, engineers, and by the largest manufacturers and garage people in the Garden, all of whom pronounced it a distinct step forward and the one thing which made the Bowser outfit complete in every detail. From the interest shown in the Wheel Tank, if properly placed before the owners of large garages, it should have a good sale during 1906. Our general observation is that the automobile industry is in its infancy and that we may look for a large increase in our business along this line for years to come. In the Gasolene Tank line, as well as in our other lines, we are supreme.

Those in attendance at the Madison Square Show besides the writer, were Mr. H. E. Anderson, who turned the handle of the demonstrating pump until it had to be oiled at frequent intervals. Mr. W. H. Ladd, of New York City, who talked of nothing but $\frac{3}{8}$" tanks. Mr. J. S. Ladd, of Brooklyn, the "twin," on account of his facial resemblance, demonstrated that he could cop

an order from W. H. Ladd without the customers knowing the difference. Mr. F. L. Hanks, our man from Chicago, who set out to sell more tanks at the show than anybody else—and who nearly accomplished it. Mr. E. F. Klotz, of California, who was perfectly at home with the New York trade, having been formerly located in New York for some years. Mr. Klotz made a compact with Mr. Hanks to sell more goods than Mr. Bechtel and Mr. Hatmaker. At last accounts, however, Mr. Bechtel and Mr. Hatmaker were slightly in the lead. The boys did finely, however, and all worked very hard, not only demonstrating for a week but mention should be made of the fact that they helped to unpack and pack the exhibits, which was no small job.

I hope that Mr. Hanks and Mr. Hessenmueller, as well, may give the "Boomer" a note as to their experience at the New York shows, as these gentlemen after coming to Boston stated that it had been demonstrated to them that high-grade goods could be sold in every case, and that on their return to Chicago they would put into operation the lessons learned at the New York shows.

We were favored with frequent calls from Mr. A. Z. Polhamus, our General Manager, Mr. J. W. Runyan, of Philadelphia, Mr. Fred Knoche, from Fort Wayne, Mr. F. W. Meegan, of New York City, Mr. Lewis Smith, of Bridgeport, Conn., as well as by Mr. D. A. Corey, of the Boston office, who ran over to get pointers for the Boston show, also Mr. Thos. D. Mathers, of New Jersey. Ladies in attendance at the show were Mrs. S. B. Bechtel, Mrs. H. E. Anderson, Mrs. E. M. Savercool, Mrs. Thos. D. Mathers, Mrs. W. H. Ladd and Mrs. J. S. Ladd.

In conclusion; from every respect, the show was a success and although it cost the firm for these exhibits a large amount of money, much more than was realized from the actual sales made, we are sure that the firm and the salesmen derived much benefit from these Automobile Exhibitions. Those connnected with the Madison Square show would like to take this opportunity to thank the firm for the splendid accommodations furnished at the Prince George Hotel, one of New York's latest and finest hotels.

Yours very truly,

E. M. Savercool.

KEEP A-GOING

Success comes to those who start for success. And starting—do not retrace their steps—or stop to loiter in by-paths.

Success—with a capital S—is a long ways off when most of us start. The mirage may fool our friends, but we know that hard grubbing is in store for us.

THESE LETTERS SPEAK FOR THEMSELVES

The Recollection of Quality Remains Long After Price is Forgotten

I arrived at Rochester at midnight from Buffalo; next morning I could not find my socks. I looked under the furniture, in my grip and overcoat, but no socks. Now, the socks were from my wife—I mean she gave them to me for Christmas—and I knew I had them on when I left Buffalo. Now what could have become of them.

I offered the porter 10 cents if he found them, but he failed to win the reward. I reported my loss at the office—the clerk asked me if I was sure I went to bed sober—that was all the satisfaction I received from that source. Finally I gave it up and invested in a new pair,

I could not do business that forenoon, grieving over the loss of my Christmas stockings; could eat but little dinner. The porter told me he had found one, and sure enough it was mine. He said he found it in the next room where a colored man slept, but he did not claim it, adding that he did not wear socks anyhow. I gave the porter 5 cents, telling him to keep the sock until he found its mate, as I would forget the loss of the other one sooner if I had not this one to remind me of the loss of the other one.

I left the city the next day and I suppose the porter is still looking for it. Did any of the boys ever meet with such an experience? This is the first thing I ever lost since traveling for Bowser.

I guess the above is enough.

J. N. Dietch.

Jan. 20, 1906.

S. F. Bowser Co., Fort Wayne, Ind.

Dear Sir:—The chicken story was the means of my selling my hundred and forty-two. I tackled the sons first, got them interested, and they said they could do nothing without dad, so we had to send for dad. Dad came with nothing doing in his eye, but he soon saw where he was losing money on the Neil outfit, but said I would have to talk to the old woman, and the old woman—she was a corker—would not even look at the outfit, but I kept talking anti-drip nozzle, etc., to her, until she wilted. I guess the old man put her up to it, for he had failed to show up, so we had to send for the old man again—the daughter coming with him—so I had the whole family. I was trying to answer about 7 questions at once, when the old man said, "Well, mother, I think it would pay, don't you think we had better have it?" I spoke up and said, "That puts me in mind (after the old woman had beefed for about ten minutes) of a story I heard

at the convention," and I told the chicken story; well, she cracked her first smile, and the old man said, "I guess you had better send it."

(Signed) Geo. E. Bowen.

Watertown, N. Y., Jan. 25, 1906.

Dear Sir:—Cards received tonight. Many thanks. Business is fair. Out of 93 grocerymen, there are now 46 Bowser Tanks and pumps, or will be as soon as my orders are filled. My two garage customers just returned from New York and I am in hopes to close both up within next week.

The Bowser "Boomer" received and I am sure it will be a great help to all concerned. I had a funny experience yesterday, and on next page I will ask question which, if you care to publish, do so. By reading the question you can readily understand the position I was placed in.

Talk about selling "Dagoes." When you call on an Italian merchant, open your sample case, place small model on the counter, and a dozen or more sons of Italy mistake your model for an infernal machine, and start to raise a free-for-all rough house, how are you going to sell an outfit?

Sincerely yours, C. R. Eggleston.

Tomahawk, Wis., Jan. 20, 1906.

S. F. Bowser & Co., Fort Wayne, Ind.

Gentlemen:—Your "Boomer" at hand. I enjoyed it very much; cheers a fellow along after having wrestled snow that is from three to five feet deep. Extend my congratulations to the Editorial Staff.

Yours truly, R. B. Lipes.

Ed. Note:—We wonder if in the face of this the Boomer couldn't claim credit for an order just received from Mr. Lipes for two fifteen-barrel Type C tanks and two Long Distance Pumps, amounting to over $500.00. Mr. Lipes says that if it operates all right he will sell a duplicate equipment.

A Mail Order Proposition

That there is an amusing side to even the ordinary affairs of life is illustrated in the letter recently received and reading as follows:

Lake Pleasant, Mass., Jan. 20, 1906.

Mr. C. F. Hatmaker.

Dear Sir:—I wish to acknowledge the receipt of your mail matter, and thank you for your courtesy. I am not a prospective patron. Living quietly in the woods, I have found a good way to keep better acquainted with the outside world is to accept the advertised invitations to send for "booklets." In the Summer time we have more people about (summer boarders) and I can better keep the run of their talk, and sometimes have at hand—in a booklet—the very thing they want.

It is plain to see that they are a good thing.

Respectfully,

An Unsolicited Testimonial

New Brighton, Pa.

S. F. Bowser & Co.

Gentlemen:—That elegant Chesterfieldian gentleman, who by his personal magnetism hypnotized me into signing his order book, never once mentioned anything about a gallon pump. I feel quite sure there is an error on your part; it hardly seems reasonable that I would buy a 120-gallon tank and a one-half gallon pump.

If you will please take the matter up with your representative who sold me, I am satisfied you will make the exchange without extra charge to me. One thing I would respectfully request that you do not send him back here, because without effort he might unload one-half of the state of Indiana on me.

Yours respectfully, (Signed) John S. Boots.

Ed. Note:—Our records show that Harry Medsker made this sale.

S. F. Bowser & Co.

Gentlemen:—The following, founded on fact, may point a moral:

A Bowser salesman called on a grocer and sold him a 3 bbl. outfit, Cut 19. The tank was duly shipped and received and the buyer very pleased. A grocery salesman called on the tank owner later and in course of tconversaion the man who had bought our outfit said to the grocery salesman: "Say, you know that Mr. —— who sold me that tank." "Well, he is a cracker jack. I believe he could sell a blind man a pair of eye glasses and persuade him he could see through 'em."

Yours truly, Bate.

AND WILLIE FOUND OUT OIL RIGHT, OIL RIGHT

Willie chased the poor old cat,
Cap pistol in his hand;
And pussy, knowing Willie's ways,
Skeedooed to beat the band.

She jumped behind a great big tank—
A novel place to hide;
Will searched around for quite a while
Before the tank he spied.

"Aha!" thought Will, "I'll soon find out
If pussy jumped in here;
I'll fire a volley up the spout
And make her jump with fear."

He fired. Ah! 'Tis a cruel world;
They looked for him in vain;
They found a foot in Idaho,
And a finger up in Maine.

See people.
See the right people.
Make some buy.

THE BOWSER

BUSINESS BOOMER

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S. F. BOWSER & CO., INC.

FORT WAYNE, IND.

On the Fifteenth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication

Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

This year's a snow ball
Start it right;
And as you roll it,
Keep it white.

* * *

The manager of the Circulation Department reports that last month's circulation reached a grand total considerably in excess of any previous issue. If you are not already a subscriber you had better send in your name before the price is doubled. We have endeavored to make this issue even better, possibly without succeeding, but we feel entirely safe from contradiction in asserting that at the most, there's been but one number that beat this one.

* * *

Did you enjoy the January Number? Then why didn't you say so and help make successive issues interesting? We meant it when we asked you to contribute. Every successful salesman has a fund of interesting facts at his disposal with which to regale prospective buyers. Just let loose of some of this, it will be a lot of help to the new men at least.

* * *

Did your last month find you with enough orders to take care of your January quota, for every man must have his quota in the grand total of a Million for 1906. On the last day of every month every man should set himself down in some remote corner of the hotel, sharpen his pencil and figure up his orders to date. If he finds he has sold more than he really needed—well and good, if less, then it's a case of hustle fro the next month.

Then another thing—often when on the road, a salesman meets with a difficult proposition, the "Boomer" will be glad to answer any questions put to it, for what the Editorial Staff don't know it can find out. So do not be backward about coming forward, send in your contribution to the question box and the answers to all pertinent queries will be published. This paper is intended to be of an educational nature, among other things, a sort of correspondence school in oil tank selling and it's up to you to avail yourself of its services.

NEW MEN WITH THE BOWSER GRIP

Since the publication of the January number of the "Boomer" the Bowser selling force has been increased, there having been added thereto several very capable men.

Mr. Edward Stacey, who has been representing the Tokheim Mfg. Co., for an extended period, has taken up the line, being assigned to Northeastern Iowa. As Mr. Stacey has had experience in selling oil tanks, he certainly ought to make good, now that he has a good tank to sell.

Mr. John Milliman has started out in Northwestern Pennsylvania, with headquarters at New Castle; Mr. Geo. Kuntz, in Southeastern Indiana; Mr. J. C. Crail in Northwestern Wisconsin; Mr. C. S. Hetrick in Northeastern Michigan. Mr. F. F. Davis has also been added to the men traveling out from Boston, and Mr. Malcolm McFarlin and J. E. Hale report to the Toronto office.

Mr. C. M. Comparet, who has been selling Bowser dustpans for a good many years, has concluded to go higher, and has taken up the regular line.

Mr. Frank Olds is also a new man, who starts out to work the factory trade exclusively under the Mail Order Department at Fort Wayne.

This is a pen portrait of our friend, H. C. Carpenter, Jr., which an artist caught, just after he had lost an order when he thought it looked easy. He ought not to feel so bad, considering all the orders he did get.

"IMPROVEMENTS."

Some of our salesmen are perhaps not aware that the matter of improvements in our tanks is having constant thought and attention on the part of everyone connected with the factory.

Some time ago a "Suggestion Box" was established in the factory, and all employes invited to deposit therein written suggestions, which, in their opinion, would improve the appearance, durability, or utility of our outfits. Once every two weeks a meeting of all the heads of the factory and office departments is held to discuss these proposed improvements, and take prompt action thereon. At these meetings we receive also the ideas of those connected with the business who come in contact with the users of our tanks, and consider suggestions which have been offered by our salesmen.

Right here, we wish to say that we want all our salesmen to feel free to make suggestions concerning the construction of our tanks, which they consider will add to their practicability and salability. This has been done to some extent in the past, and has resulted in important and valuable improvements. We propose to give this important subject the closest attention from all standpoints, to the end that our apparatus will always be high grade in material, workmanship and design, and embody the very best that skill and money can produce. Your ideas will be thankfully received and thoughtfully discussed by experts, in the spirit in which they are given, and you will be notified of the action taken by our committee.

In the article read by Mr. Grosvenor at the Annual Convention, the proceedings of which will soon be in print, will be found a summary of the improvements made during 1905. Below are given those which have been made during January in which our salesmen are particularly interested.

OAK CABINETS:

Oak cabinets will hereafter be given a handsome rubbed finish instead of the plain varnish finish as heretofore, which will add materially to their elegance.

DRIP PAN STRAINER:

Kerosene outfits will hereafter be equipped with a conical shaped strainer of fine mesh, located over the hole in the drip pan, to catch all dirt which may get into the same, and prevent its entrance into the tank. Accumulations of dirt on this strainer may easily be removed from time to time

STUFFING BOXES ON LUBRICATING OUTFITS:

Lubricating outfits will hereafter be equipped with stuffing boxes around the plunger rod similar to that on Cut 21 outfit, to obviate the possibility of oil getting on the outside of the top of the tank through clinging to the rod and being brushed off on the down stroke of the plunger.

DISCHARGE REGISTERS AND METERS:

These attachments will hereafter be supplied with full nickeled bases on black enameled pumps, which will add materially to the appearance of the pumps.

STICK GAUGES:

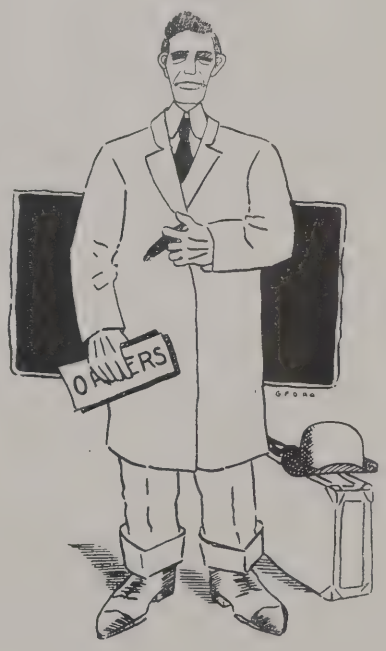
Stick gauges which are supplied with gasolene and other colorless liquids will hereafter be painted a dark wine color, and have a dull finish, so that the depth of the liquid in the tank will be more plainly marked upon the stick than it is possible to secure on an unfinished or light colored stick.

LUBRICATING OIL OUTFITS:

All outfits which are to handle lubricating oils, of any kind, will hereafter be equipped with one inch discharge pipes in place of three-quarter inch discharge pipes. Outfits which are to handle cylinder oil, black oil, and other lubricating oils which flow sluggishly, which are to be used in the South, will, in addition, be equipped with back gear mechanism, and will have a plunger fitted with double concave leathers, one facing up and the other facing down, to give greater leverage and to improve the suction qualities of the pump. This is made necessary in the South from the fact that we have learned through experience that users of these oils there depend upon the warm temperature generally prevailing in that locality, and, therefore, no not protect their oil tanks from occasional cold spells which may occur, kut frequently have their tanks located outside or in a shed where they are exposed to the weather. On account of these conditions, salesmen in the South are advised to talk the quart and half-gallon outfits for these oils, as the cylinders of these outfits are considerably smaller in diameter than on the gallon pumps, and require less power to operate. The improvements noted above, however, will entirely prevent the difficulties which have been encountered in one or two cases in the past.

FILLER PIPE HOLE:

All cellar tanks will hereafter have a hole large enough to receive a 1½-inch pipe which may be used for filling the tank from the outside of the building. The standard location of this hole will be in the center of the tank. If the merchant desires to have it located elsewhere, salesman will please indicate on the diagram on order blank where it is to be. When cellar tanks leave the factory, this hole will be closed by a galvanized iron cap, painted and grained the same as the tank proper, so that the opening may or may not be used, at the pleasure of the purchaser.



F. M. King, who for years has been with Swift & Co., started with Bowser & Co. and met with us for the first time at the Convention. He has been very successful, sending in nearly a score of orders in the first 30 days. This was taken the day he arrived in Texas—it was raining hard, too hard for business, so that he only sold two orders, amounting to $150.00.

PERSONALS

Then there is that man G. W. Dennett. His orders are coming in pretty regularly, but there is one thing noticeable—all the mail that comes to the office from Dennett is not addressed "S. F. Bowser & Co."

R. L. Duncan thinks he has a kick coming. He is up in Southeastern Minnesota, and he says all that he has run up against since the first of the year has been snow and Scandinavians. From the fact that "Dunk" has really done a nice business, we are disposed to wonder what would have happened if the weather had been better.

O. E. Fleming is working Southeastern Illinois pretty hard. A peculiar thing about Fleming is he can take his breakfast in Egypt, his dinner in Paris and his supper in Palestine, and not be much better or worse for it.

Possibly some of you marked the resemblance between the two Ladd boys, when they were here at the Annual Meeting. It is said that W. H. Ladd recently worked up a deal almost to the closing point, expecting to close the next morning, and then was sick. This did not make a bit of difference for the next morning J. S. Ladd went around and never said a word about the change, and closed the order.

We are glad to report an unusually good month for J. B. Purdy, and unusual means a good deal, because Purdy never is very far behind. If it is his quota that he is working for, he certainly has it in sight, and possibly stands a pretty good show of helping some one else on their quota.

It has always seemed to us that it would take a good man to sell tanks to an Indian, but J. G. Rodman seems to be selling tanks to the Indians, because he certainly has sold enough tanks in Oklahoma for every white man down there, and as his orders keep coming in he must be working the Indian population.

The first of the year, C. H. Hunt was assigned to a Virginia territory, but Hunt had so many prospects in Washington, D. C., that he has not as yet been able to go to Virginia at all.

The Koser quartette evidently contemplate having a "Kosier" time when they get old—that is, if they are laying by the money that they are making out of the tank business. Every week finds the family with their share of business.

Isn't it odd how some men sell more of one line while some stick close to another. Now W. J. Faust makes a specialty of Long Distance outfits and is very successful. It is a very profitable specialty.

Mr. W. E. Jenkinson sent in a very fine order from Cleveland, calling for a complete garage equipment for the city authorities. It not only specified a five barrel long distance outfit, but also included a three-compartment roll top cabinet and a fire proof cabinet. This but emphasizes the point which is often overlooked by some of the boys—that you are not always through with a man after you have sold him a gasolene equipment.

Our old friend Cragg got on his feet in a hurry and sent in a $400 order for shipment into Manitoba.

It is a question whether or not any of the old time men can give the new men pointers. Mr. Kelly, who came with us the first of the year sent in five orders one day last week, aggregating nearly $300.

Lewis Smith corraled quite a bunch of good orders since taking up the line, among them being some long distance gasolene storage equipments.

The congenial Bate, who seems to have everything in Toronto pretty well spotted, comes close to having every one else beaten for the first month of the year, having lined up several large orders and running it very close to four figures—but then Bate told us how he did it.

In passing, we would make mention of an order for ten large shop outfits which R. E. Snow sold to the St. Joseph Lead Co., Bonne Terre, Mo. A point worth noticing about this particular order is that they were not all one-barrel outfits either, but the total capacity of the ten outfits is thirty-four barrels; another spike in the coffin of the old fallacy that it is impossible to sell shop outfits of larger capacity than 65 gallon.

J. W. Holmes was delayed in getting to work on account of sickness, but will turn on a double head of steam when he gets started.

M. M. Wood turned up at the office one morning with five orders from Sterling, Ill. Perhaps it is hardly fair to him to even intimate that he had practiced any of the arts of magic on his customers, but

anyway he brought in the orders. Possibly an explanation of this might be found in the fact that Wood carries his model filled with cologne.

Here is another new man who seems to need the money—Gilmore is to be congratulated on a mighty fine line of business for the first six weeks that he was with us, and what's more, it looks like it was just a starter.

You remember Prof. Eggleston, the celebrated piano player. He is evidently trying to prove that that is not his only accomplishment, judging from the orders we have received. One of his orders was for one of the largest gasolene storage equipments sold during the month.

Wonder if Fitzpatrick has notified "Teddy" that he belongs to the Eastern district?

Our friend Geo. Romer, in his new Texas field, has proven his versatility and the fact that territory "cuts no ice."

E. P. Hayes was in an awful hurry to get back to his territory to close some "prospects." He landed his prize and incidentally some tank orders, and they're gone to housekeeping in a nice little flat. Congratulations.

We feel sure that our "Arkansas Traveler", Frank G. Howard, will make his quota look like a "two spot." When Frank looks a prospect in the eye he has simply got to give him the order.

N. Rosconi, at Montreal, will make every effort in his territory to "boost" the Canadian quota.

Reports from our friend Hafner in Virginia are encouraging for 1906.

The boys at the Auto Show often noticed the "far away look" on the face of our friend Hanks.—He is still young and we have "been there" ourselves. He was wondering whether he would "fill the bill." We hope to be able to announce the happy day soon. We don't know how he did it, but it shows he is a good salesman.

A. A. Martin knows a buyer when he sees him. Chicken or no chicken, he sends them in.

There's luck in odd numbers, and the number 13 is no longer significant as a "hoodoo." If you do not believe it, ask Tommy Mathers. He sold a thirteen barrel Long Distance Outfit at list price. We are also requested to announce that the factory will ship all thirteen barrel orders that are received.

Geo. Hance is a man of regular habits, as witness the regularity of his shipping instructions.

Heusner and Pressgrove could not attend the convention and are trying to prove they didn't need to.

There's Storer, traveling out of Boston, who believes that it's orders that the firm wants, and is therefore sending them in.

You remember that little point that Mr. Meegan brought out in his paper—well he must have bought a new currycomb while in Fort Wayne, for there were nine orders in a bunch entered almost immediately upon his return to New York after the Convention.

Charley Saunders is still making a living selling tanks.

Stoddard certainly must regard Oregon as "easy meat," if one can judge from the number of orders he has been sending in—pretty good orders, too. No. 1 outfits at list prices.

We are glad to welcome back our old friend, O. H. Wilson, and he is back with a vengeance, too. Wilson is one of those fellows who is not satisfied unless he can send in two or three orders every day.

Nobody really knows which New York Show secured the most business, because you get two different reports—all depending on whether you ask Mr. Bechtel or Mr. Savercool.

Mr. F. M. Wilson, a new man, who hasn't ever been within nine hundred miles of Fort Wayne, sent in four orders in one day—all good, clean orders. Comment is unnecessary unless it is in line to inquire what might he do if he had been at the factory for a while?

Mr. E. E. Elliot, an old Marshall Field man, who came with us about six months ago and has a portion of Southern California, is sending in some good orders for Long Distance Outfits. Mr. Elliot's health is such as to make it necessary for him to stay in California and it kept him from the convention.

You have all heard of the slang expression "Nix." Now then, if "Nix" is a negative term then Nixon means not on, and don't apply at all. Nixon is on, and he is trying to prove it good and proper.

RAILROAD DEPARTMENT

DEAR BILL:—I have sent you a pair of new "toe calks" by this mail. We will have to "dig" a little harder this month, as I notice the "old man" has boosted our quota. I think it surprised him to see how easy we turned the trick last month. I like the looks of the prospects you are sending in—they are a fine lot. Keep a diggin'. Yours, DUNK.

RECEIVED TOO LATE FOR CLASSIFICATION

We regret that our Eastern Maine Representative, Mr. N. A. Ring, is still unable to enter into active work. The illness which has kept him in his home most of the time for the past three or four months has made active work impossible.

It is evident that the inspiration of the annual meeting had its effect on our Mr. G. W. Bigelow, who has been sending in some fine business from his New York territory.

Several new men have gone out from the Boston Office since the first of the year, among them being W. V. Scully in Vermont, P. H. Bowman in Connecticut, and J. P. Connolly in Northeastern Massachusetts, the two latter gentlemen have been for some time stenographers in the Boston Office, but have concluded that they see a better field and greater opportunities in outside work.

And still they come. Mr. Fred Spitznogel takes up the line in West Central Illinois, Mr. Ralph O. Watson in Minneapolis and St. Paul, Walter Gledhill in Connecticut, C. A. Gridley in New Jersey. These last two will represent us in the factory line only.

HAVE YOU EVER HEARD THESE?

Price too high,
I wont buy.
Trade too small,
Wait 'till fall.
Built new store,
Can't spend more.
Come again,
May buy then.

Laverty is not as big as his orders would lead one to believe.

What's in a name, anyway—take M. T. Hole, sounds bad, don't it; but this Hole seems brim full of salesmanship.

Our good looking general representative for the Washington district, is not only a first class salesman and a good fellow, but has a keen eye for beauty and everything that will add to a man's comfort and happiness in this world and prepare him for the next. We must say he kept the matter very quite but he did look a little "chesty" when here at the meeting, and wore the smile that wont come off. He was married to Miss Alice Eloise French, of Saint Louis, on February 12th, and will be at home at "The Savoy," Washington, D. C., after March 1st. He assures us this is the best deal he has closed since he has been with the company. We will not raise his "quota" just yet but expect to do so later. We congratulate the young couple and wish them every happiness. The writer will give Mrs. Collins a few pointers the next time he is in Washington, which will be of benefit to her and which she will appreciate in handling the blushing young bridegroom. He must be driven with a tight rein.

REALLY AND TRULY

The successful salesman is the one who succeeds in making others think as well of our tanks as he thinks himself.

In ancient times the people multiplied on the face of the earth; but now, they buy Bowser Self-Measuring Outfits, which have Computers.

There is room for everybody in this big world. It's pleasing to note that the Bowser crowd all have front rooms.

When a man tries to get some thing for nothing, the only thing he acquires is experience.

To work, to work,
Old man, don't shirk,
It's orders that we need.
Get busy—then—keep busy,
And see if you can't lead.

TOAST

Here's to the friends that we class as old,
Here's to the friends we have never met.
The old ones are friends to whom tanks we have sold,
The new ones are friends we haven't seen yet.

Here's to the kind, the only kind,
And they are the Bowser tanks;
And when you sell one you will always find,
That the purchaser in return gives thanks.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 MARCH 15, 1906 NO. 3

EXPERIENCE IN MEXICO

I will give you a few of the experiences of a green salesman in a Foreign Republic.

I reached Mexico City Sept. 5, 1905. I was very anxious to secure an order and see my name on an order blank, so I hardly gave myself time to secure a room at the hotel before starting out to sell tanks. First I called on a small drug store, found them much interested in my model—asking me all sorts of questions, etc. I thought a sale made and was preparing to write the order when I was informed that they did not handle enough oil to use tanks. Well, I finally got on the right road to people that did handle oil and commenced to make sales.

Fred Knoche told me when I was first at the factory that "Bowser" could make pumps to measure any way, and I wrote orders accordingly. Pretty soon I heard from Mr. Zahrt in a long letter in which he fully explained the adjustable pump. I

found I had made mistakes so had to go all over my trade again and square myself. I thought about Fred Knoche a great deal just then, and decided to challenge him, but the nearer I got to Fort Wayne the better humor I was in, and on looking him over I decided to wait until his health failed him. Mr. Zahrt's explanations set me straight and I ventured to go to some of the other cities in the Republic.

First, to Aquas Calientes, Capitol of State. Here I went to see Ben Johnson, the greatest Superintendent of Motive Power of the Railroads of Mexico. The questions he asked me were very hard to answer, and the more he asked me the less I found I knew of the business. I answered them, however, to the best of my ability, trusting the Lord would help me out. After more experience I found I gave Mr. Johnson very good answers. He recommended that the Bowser Tanks be ordered through the New York office, where their purchasing agent has headquarters.

From Aquas Calientes, I went to San Louis Potosi (the interpretation of "San Louis Botosi" in English is "Richest of Silver") and started there by selling a few drug tanks. In the afternoon I called on a grocer that handled oils; after two hours work and proving that Bowser Tanks would save him $40.00 (Mex.) per month, he condescended to buy three tanks. As I was closing up sample case and preparing to say "Adios," a gentleman tapped me on the shoulder saying: "Amigo El Governador desea habler con Ud,"—meaning: "Friend, the Governor wishes to speak to you." With my most profound bow, I said "Certainly." I was under the impression that the Governor wanted a gasolene outfit at least.

When I arrived at the Palace, I found that the gentleman who had given me the meassage was a detective. The Governor asked me to show my model. I did so and explained what I was selling. He was much enthused over the outfit and said it was a shame to arrest a man selling as fine an article as the Bowser Outfits; in other words, so beneficial to the Republic. (I thought his head level there.) He explained he had received orders to arrest me for not complying with the Mexican laws in regard to stamping our outfits. After some explanations and apologies on my part he allowed me to depart for City of Mexico, under promise that I should comply more fully with laws of the Republic before selling tanks for retail purposes, and to see the Secretary of Weights and Measures as soon as I reaced Mexico City. An audience can only be had with this Secretary from 12 noon to 2 P. M. I called during those hours, presented card and was escorted by four armed soldiers into the Secretary's office. I began to think that in my sample case was a corpse instead of my model and that the Bowser business would be buried right there as far as Mexico was concerned, but decided to be a faithful mourner and that I would fight a hard fight before he should take my model. One hour passed before I could actually talk to him. I found him to be an old acquaintance and friend of mine. He was most courteous, explained to me that it was necessary for the Bowser firm to arrange with the Mexican Government to stamp tanks coming into the Republic for retail purposes; that in selling tanks to groceries and drug stores without Mexican stamp on them signifying their accuracy, was laying myself open to the law and liable to a fine of not over $1,000 nor under $500, and 30 days in jail. It was a warm day, but waiting for an East Creighton car in front of the New Aveline

in January was a warm proposition compared with my feelings during this interview. My plea was ignorance of the law and this proved to be my salvation. I was allowed to depart from his presence with the promise that I would no more break the laws of Mexico, and, needless to say, I've kept my word. Now, the matter is arranged and the Government and I are working hand in hand.

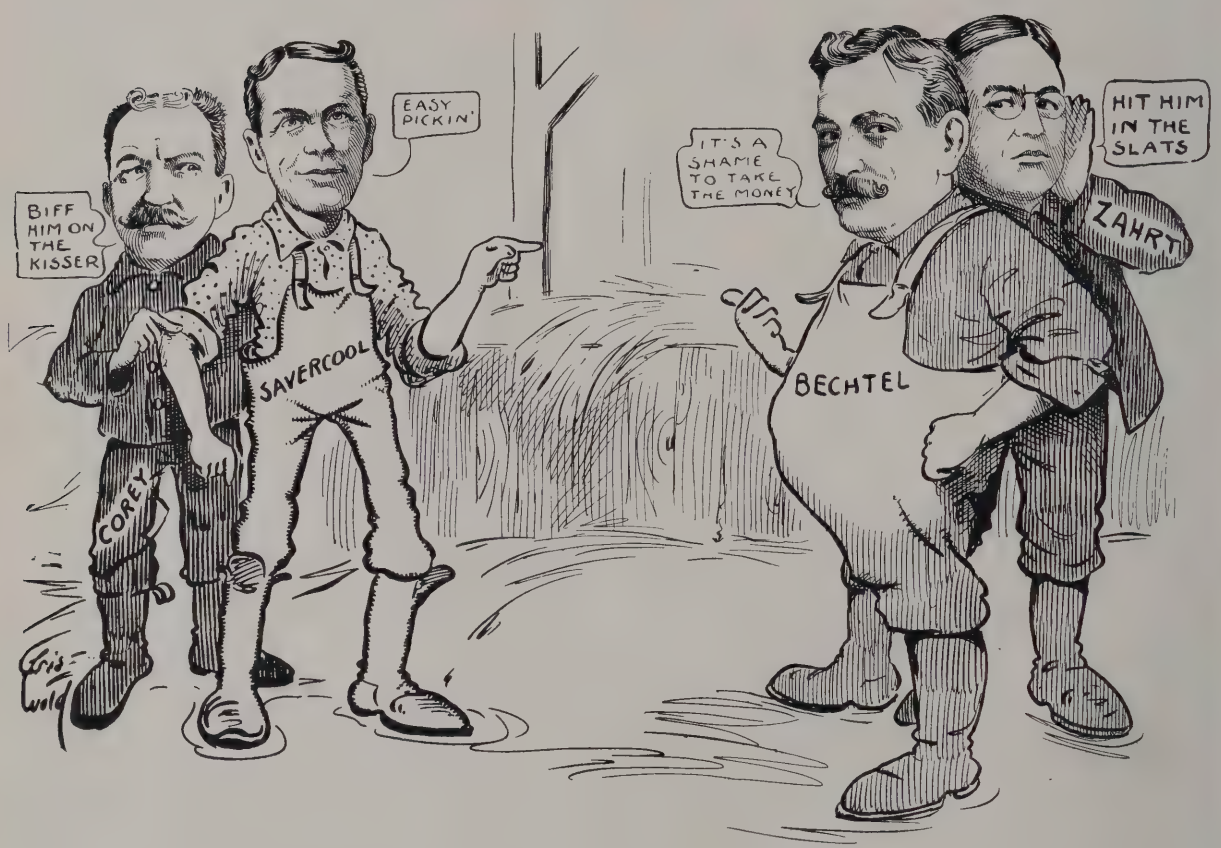
All tanks that have been received here have been very satisfactory and I find purchasers very glad to see me, some ordering more tanks, and I have no trouble getting gilt edged recommendations from them as to "Bowser Outfits." But with all this, boys, I've many a headache over orders that I land and more that I DON'T land.

Wishing you, the "Bowser Boys," a successful year, and hoping to hear from them through the "Boomer", I am,

Your Brother Salesman,

(Signed) J. L. HOLMES

END OF ROUND ONE



A SUMMARY OF THE FIRST TWO MONTHS

EASTERN DIVISION		WESTERN DIVISION	
January	$23,198.17	January	$19,032.80
February	$28,782 29	February	$39,096.75
Total	$51,980.46	Total	$58,129.55

The above covers orders shipped during January and February. It shows shipments $12,360.01 above the quota. This looks good, but next month we may have a different story to tell. We will fall far short of the March quota unless the latter half of the month shows a marked improvement over the first half. So get busy, everybody.

A LINE OR TWO FROM KING

MESSRS. S. F. BOWSER & Co., Fort Wayne, Ind.

Dear Sirs:—I think the "Boomer" splendid and wish to say so. I am sure its inspiring influence will make itself felt in many ways. The Editorial Staff are certainly on to their job, and as they invite a word or so from us fellows on the outside, here's an idea or two that a few might find helpful.

It is wonderful what a convincing effect printed matter has upon many people. It often goes a long way further than any salesman's talk. I make use of this in many ways and attribute to it many sales.

To illustrate: My first move is to show and explain the model; then I take up our standing and responsibility for good goods and sound workmanship, showing them our line of Navy Tanks. The printed words—"Navy Tanks" produce a big impression, and I talk of Uncle Sam giving us his business. Then I show the list of names on the back of the "Facts" folder; then the clean and orderly arrangement as shown in the cut of the store of Irwin Paint & Glass Co., Dayton, Ohio, drawing a picture of the possible conditions if the twenty-five oils handled were dispensed from the barrels. Next, I talk of our growth in a chatty manner, showing how, as a result of going after high-grade trade we have had to grade up to secure it, and turning to page 32 of the Convention Proceedings of January, 1905, I read Mr. Bowser's remarks on the pump of today. The last paragraph on the next page makes a big impression—"I do not think you will live long enough to see any of the pumps put on the market at the present time turned in for a new pump." Then I read Mr. Dunkelberg's remarks on page 29, showing it to them as I read—"Always call and see a man after you sell him. We want to sell everybody an oil tank and after we sell them we want them to be our friends. If anything is wrong we will make it right, no matter what the cost is." I lay stress on the fact that this is not mere salesmen's talk, it came up in the Convention and was said to us boys, consequently it was not intended for mere effect. I attribute many a sale to these two paragraphs, and even when I have failed to sell, I leave the man feeling certain he will not buy elsewhere in the meantime.

I leave economy and handiness to the last, price alone excluded. Referring to price, I want to say right here that so far as my experience goes, I have had no one remark that our prices were too high, by the time I get through with them. My aim has been to give such an impression of absolute superiority that when I finally add that our prices are dirt cheap and that 25% higher could be charged without effecting our business, the prospective buyer has not a word to say, and usually agrees with me as to the reasonable price, even though he figures he can not buy.

To revert to the value of printed matter. I take up economy next, and turn to page 5 of the gasolene catalog and read and make him follow the remarks on evaporation. I tell him that kerosene and gasolene are derived from the same basic material—rude petroleum—and that while kerosene does not evaporate at the rate of 50%, yet we may be justified in urging at least 25%. Still, these arguments are so strong, even at such low figures, that suppose we say 10%—1-5 of the gasolene, this appears reasonable to almost any buyer after the 50% gasolene statement seen in print, mind you, and he agrees with me. Then I give him Mr. Bate's argument, only on 10% basis instead of 5%, proving twice as much and even then not taking account of slop, over-measure, etc.

Now, here is another idea. Kerosene costs the retailer here around 14c, selling at 20c—a profit of 43%. I call attention to the fact that in any general merchandise stores the stock falls into two great classes, groceries and such like goods, with quick turnovers and 8 or 10% profit; and hardware, dry goods, notions, drugs, etc., returning 30 or 40% on a turnover of two, or at the best, three times a year. That kerosene alone pays the maximum profit on a turnover of fifty times a year, as a rule, and therefore, loss in that direction is harder to stand than in any other, and conversely, savings, if made, amount to more. That kerosene, therefore, properly handled, is the most paying stock he carries, handled right; and a tremendous source of leakage handled wrong.

If you think these ideas worth passing along, do so. I hope the other boys will contribute also. I wish the "Boomer" were a weekly; 30 days is a long time to wait. I believe it will prove the most popular of the monthly magazines to our "Bunch" before very long. Keep going.

Yours faithfully,
(Signed) F. M. KING

EDITOR'S NOTE—While Mr. King's connection with the business dates only from the Annual Meeting, he has proven himself to be a scientific salesman, and we attribute his success to the fact that he has been studious, methodical and energetic. His commissions for the first month amounted to nearly $500.00.

CANDID CONDITIONS IN CANADA

Mr. J. E. Hale is getting in line and doing very nicely for a new man at the tank business. He is a "Hale" fellow well met.

Talk about fishing. Why, the boys in the States should try a little of our "Bate" to land big fish.

It does make us lonesome when we receive a letter from Thomas Cragg, describing the scenery he is finding in British Columbia; but don't think for a minute that it is scenery alone he is finding, for there are quite a number of orders mixed in with the scenery.

Our "Tommy" is not like the Rocky Mountain goat, jumping from crag to crag and jag to jag.

Beneath this mound lies all we found
Of little Johnny Green.
He went one night by candle light
To get some gasolene.

—Judge.

"DISCRETION"

Discretion is a good thing, and Reilly, the tailor, had a heap of it.

One morning Mrs. Murphy, a customer, came in and found him busy with pencil and paper, so she asked what he was doing. "O'im making a list of all the min on this block that I can lick." "Hev yez got Mr. Murphy down?" "Mr. Murphy heads the list."

Home flew Mrs. Murphy and immediately she tells her man of Reilly's list. Then Murphy visits Reilly. "Me woman tells me that ye're after making a memorial of all the min on this block that you can lick, and that you hev me name on the list, is that true?" "Sure and its true, and what of it?" "You good for nothing little grasshopper, I could commit suicide on your little finger; I could wipe up the floor with you with my hands tied behind me back."

"Are you sure of that?" "O'im sure and more than sure about it." "All right then," said Reilly, "if you are sure of it, O'il scratch your name off the list."

THE BOWSER

BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.
On the Fifteenth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication.

Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Don't grunt—do your stunt.

* * *

The man that stands still is soon overtaken.

* * *

If you're satisfied to follow, you'll never be first.

* * *

In another column, attention is called to certain sales which have been made, by men selling the regular line, to retailers who, while classed as belonging to the regular line, are more or less overlooked by many salesmen. We cannot emphasize too strongly the possibiiities which exist for excellent business with this kind of trade. Hardware stores, drug stores, implement dealers and others can be found in every section who handle anywhere from one to a dozen kinds of oil, and, as a rule, these same men are better fixed financially than the average grocer, are more interested in up-to-date methods and are more easily induced to order an adequate equipment. You are bound to lose something if, after you have visited the grocers in a town and no one else, you conclude that there is no further business. Find out just who is handling oil, make sure that you skip no one, for Bowser outfits are oil outfits, not grocery equipments. There are men traveling for Bowser today who can go right over their territory and make a good living without calling on the grocery line.

* * *

The man who covers his territory thoroughly is the man who is going to make the biggest commission. You cannot sit down and figure out when you visit a place just who you should see and who you should not see. You are apt to decide that this one is too old to buy; this one has not enough money, and this one has not been in business long enough; when, coming right down to a fine point, you do not know anything about it. The very man who you might possibly decide would never give you an order is apt to be the customer from whom you secure your largest order. That man is going to get the maximum of business out of his territory who knows the actual conditions as pertains to every dealer of oil in his territory, and this man is the one who will not need half as much territory to make as big a commission as the fellow who hits only high places.

* * *

Recently Mr. Vondereau had occasion to wait a couple of hours at a little way-station in Illinois. It was not much of a place; there did not seem to be any business, and no one would have blamed him if he had just stayed there in the caboose that answered for a station and waited for his train. Instead of doing this he trudged up to the top of the hill and found a little grocery and secured a very nice order, then got his train. Another man, new to the Bowser business, Mr. C. J. Crail, secured the best order that he has so far sent in from a little bit of a place away from the railroad, where, if any place in the State, one would have a right to say an oil tank was not needed, this would be the place. This brings home the importance of covering every point in your territory, as well as every retailer in the town, and if it is not on the railroad, then drive If a man could tell ahead of time just where he was going to get business, then this would not be necessary; but under present conditions, where you first have to see the man, then educate him and then sell him, it is a pretty wise thing to miss nobody.

* * *

Scientific salesmen recognize the truth ofthestatement that a man can easiest sell that which he actually believes his customer ought to have. That if he is thoroughly imbued with the idea that his outfits are a necessity to his customer and that price has nothing to do with it, he is going to sell more outfits and get better prices. Again, if he himself really considers the price of secondary importance he can make his customer think so. This is proven by the fact that some men sell nothing but the best outfits, of large capacity, at list price, while other men in the same territory sell barrel tanks with half-gallon pumps at 15 or 20% discount.

* * *

One man, since taking up the line, has sold more outfits with lead bottoms than he has without, simply because he thoroughly believes in the lead bottom idea. Another man sells long distance outfits for both kerosene and gasolene. Another one seldom takes an order for less than a five-barrel outfit, and still another—a comparatively new man—who has sent in a lot of business, has in only one or two instances cut the list price, and then only 4 or 5%. While on the other hand, we have in mind a certain territory where it is an unusual thing to get an order for a No. 1 outfit, or any kind of an order without a discount. Nor is it the territory, for conditions are not so very different in various parts of the United States, but it is the men; and not the men so much eaither, but the ideas they have. We venture to say that when you come right down to hard facts, there are very few instances where you would not ultimately get the order for a No. 1 outfit, at list price and for twice as great a capacity as the merchant said first that he needed. Sell the best you have, and your customer will benefit by it. Sell at list, for it's worth it, and urge large capacity.

GENERAL LETTERS IMPORTANT

When a change in price, or change in policy, or anything of importance comes up which is of interest to the salesmen, then a general letter is mailed to each man, giving him that information. It is essential that every man should receive every general letter issued from the time he takes up the line, and more important that he should read and carefully note its contents.

This is not being done in every case, as orders are being received and quotations being made in which certain specific instructions have been disregarded. Your attention is consequently called to the necessity of complying with the following requirements:

Acknowledge promptly receipt of each letter by signing and returning the card that accompanies it.

When you receive a new letter, glance at the number—all general letters are numbered consecutively—and then see if you have received the number previous. If not, send for it.

Make a memorandum of its contents.

And be governed accordingly.

NEW MEN WITH THE BOWSER GRIP

Since the February Number of the "Boomer" went to press the following new men have been added to our selling force:

C. S. Hyde, in North Central Texas; Geo. C. P. Murphy, Southeastern Texas; P. H. Somers, North Central Illinois; Ralph McKillip, Southeastern Indiana; C. W. Evans, East Central Indiana; J. W. Jaynes, Southeastern Illinois; C. W. Hoffritz, factory trade in Northwestern Pennsylvania; Rollin Kent, Southwestern Iowa, and Jarmin Charles, in Southern Arkansas.

These men have all been sized up by the boys around the office, and, candidly, they "look good" to us. If every one of them does not make a successful salesman, then we will have to admit that we formed a wrong impression.

FROM AN OLD FRIEND

Those of us who were permitted to attend the Annual Meeting a year ago will remember the talk on large storage by W. J. Morton, of the Standard Oil Co., at Allentown, Pa. From time to time Mr. Morton writes us, and is always interested in the work of the Bowser salesmen. In his last letter he asked to be remembered to all the boys, and expressed himself as much interested in the work that was being accomplished.

A CHAUFFEUR'S A B C

A reads for ACHES and ACCIDENTS of cars;
B for BUMPS and BREAKDOWNS coming from jars.
C stands for CURSES and CUSSINGS we get;
D for DAMNATIONS from hayseeds we met.
E 's EXCESS of SPEED, the capital sin;
F shows us the FINES for which we are in.
G is the GRUMBLING and making of fuss;
H ELL is what's waiting for us.
I stands for ITCHING for speed on the road;
J for the JEHU we spilled with his load.
K spells for KICKING o'er KEROSENE smells;
L for the LAWYERS to free you from cells.
M is for MOTORS which balk at wrong time;
N for the NUISANCE to find now a rhyme.
O means the OFFICER'S ORDER to stop
P the PACE at which we run from the cop.
Q stands for QUAKING of QUADRUPEDS shy;
R shows the RAGING of RUBEN and SI.
S for SPRINTING, SKIDDING and SPEED we take;
T are the TANTRUMS that follow their wake.
U reads for UKASE 'gainst motor car USE;
V is for VENOM and VILEST abuse.
W 's WALKING when engine breaks down;
X a XANTIPP' who gets oil on her gown.
Y means YOKELS who make most the ado;
Z the ZIG-ZAGGING pedestrians do.

MOTOR WAY.

How many of the boys will agree with me that this New Daily Report is a dandy and that the Order Blank should be likewise small? Please answer, boys, and oblige,

QUARLES.

THIS IS THE KIND OF TANK YOU SELL

LITTLE ROCK, ARK., March 6, 1906.

MR. S. F. BOWSER & CO., Fort Wayne, Ind.

Dear Sirs:—We sent you the picture of one of your oil tanks after it had been through a big fire on October 28th, 1905. It had sixty gallons of oil in it. The wood burned off on all four sides, but it works just fine now, as it did before the fire. You will notice in the picture the man drawing oil out of the tank just after it had been removed from the ruins. This goes to prove that these tanks are fire proof. We had it repaired and are still using it. Yours respectfully,

W. L. GROOMS.

1500 Commerce, LITTLE ROCK, ARK.

HUGHESVILLE, PA., Feb. 2, 1906.

MR. H. B. HARPER, Fort Wayne, Ind.

To Our Dear Editor:—I just received the Business Boomer and I want to say that I have two objections: It is not large enough and is too far between publications. I read it over before I laid it down. Many good points are brought out and had ought to be of big value to each of my fellow salesmen.

Wishing each and every man a good business, I beg to remain

Yours very truly, L. D. KAMP.

WILLIAMSPORT, PA., Box 176.

SALEM, SOUTH DAKOTA, Feb. 2,4 1906.

THE BOWSER BUSINESS BOOMER, Fort Wayne, Ind.

My Dear Editor:—Your first Boomer was received by me yesterday and it gave me great pleasure to read the reports from some of the G. A. B., and through the Boomer extend my best wishes and regards to them.

I am pleased to hear of the success of the new members of the S. F. Bowser Co. Keep on boys, and you will soon be able to buy you a farm as others have before you.

As for me, I am rustling out in South Dakota, where the land is dark and rick; and one of my competitors is the Tokheim, and I am putting it in the ditch.

Yours truly, GEO. R. HANCE.

NEW YORK CITY, Feb. 19, 1906.

TO EDITOR OF BOWSER BOOMER.

Dear Sir:—Your second edition of the "Boomer" at hand and will say that if the improvements in the editions keep up pro rata, we will have to send some of our New York editors on to see how you do it.

Well, I received the "Boomer" this morning before starting out, and just had to go back to the house and read it through, then went out and sold a man a two-barrel, ⅜-inch tank for $190.00. I just had to do it to keep up appearances and not be a "dead one." Yours truly,

W. H. LADD.

VIROQUA, WIS., Feb. 18, 1906.

S. F. BOWSER & CO., Fort Wayne, Ind.

Gentlemen:—I have found the man that gets the gray horse and not the chicken. His wife wanted a tank and was giving me the order when he came in and said: "No, we won't buy now." And that went. She got mad and all that but it was no good—he said "no" and it was no. SEND THE HORSE.

Yours respectfully, R. E. MCINTOSH.

SANTA CLAUS GUMPPER

There is a story told about Jake Gumpper, which goes to prove that he has a heart in proportion to the size of the man himself.

Jake has been over to Dayton, Ohio, attending the Pure Food Show there for a couple of weeks, and Saturday, March 10th, was known as Children's Day, when the children were allowed to enter the show for 5 cents. Naturally, there were a good many youngsters attended, and in the crowd that passed the Bowser booth was a pair who were evidently brother and sister. They were poorly clad, and in various ways evidenced the fact that their parents were not blessed with any too great portion of this world's goods. They examined the Bowser Outfits and passed judgment on them and then walked directly across the aisle to a popcorn stand. This they eyed greedily and hungrily for several seconds. The boy would stand first with one foot on the other and then the reverse, tweedling his thumbs in the meantime.

Mr. Gumpper happened to look across, and seeing them turned to Klotz with the remark—"I'll bet those kids never had a nickel's worth of popcorn in their lives," and he walked across the aisle and bought each of them a sack.

Now, these youngsters regard Gumpper as a veritable Santa Claus, for it seems that in some packages were little slips entitling the purchaser to certain prizes, and it so happened that in the package that the little girl got was a slip calling for the biggest doll of the bunch, and the boy won a ship.

These kids did not have a particle of use for anything else else at the show; and with the doll in the girl's arm and the boat in the boy's, they simply dug for the entrance, for fear someone would take the things away from them.

A NEW DEPARTMENT AT BOSTON

The increased number of inquiries and interest displayed in the factory lines has become so great that it has been necessary to provide a fully equipped drafting room at the office in Boston, and there is already a large amount of work on hand planning oil storage equipments for some of the best known manufacturing establishments in the Eastern territory. In fact, the increased work has made it necessary to add to the force in the Eastern office and appearances indicate that the end is not yet

WHAT IS A GENTLEMAN?

The question always comes up: What is a gentleman? Some say he is a man with a silk hat, and others a man with a smooth tongue. But men connected with the newspaper trade have a canon of their own. "Mr. Editor," said a patron one day, "how is it you never call on me to pay for your paper?" "Oh," said the man of types, "WE never ask a gentleman for money." "Indeed!" the patron replied. "How do you manage to get along when they don't pay?" "Why," said Mr. Editor, "after a certain time we conclude he is not a gentleman, and we ask him."—LONDON MAIL.

As an illustration of the Japanese advance in the art of advertising can anything be more complete than this? "Our wrapping paper is as strong as the hide of an elephant. Goods forwarded with the speed of a cannon ball. Our silks and satins are as soft as the cheeks of a pretty woman, as beautiful as a rainbow. Our parcels are packed with as much care as a young married woman takes of her husband."—NEW YORK TRIBUNE

OPPORTUNITY

He was a yokel, freckled and tanned,
Who stood with a rope in his horny hand
And tried to inveigle a fractious goat
To give him a chance to encircle his throat
With the rope.

It was the goat, contrary-impelled,
That laughed at the yokel and rope he held,
And wouldn't admit for a moment that he
Was foolish as t'other had thought him to be,
He should hope!

Then raced the two all over the field—
The man wouldn't stop, the goat wouldn't yield,
Till, what with the steps they had run and retraced,
They found that the flight and pursuit had embraced
Quite a scope.

Tired of battle, the goat turned round
And brushed with his whiskers the racing ground,
Then lowered his head, and proceeded to dash
'Twixt the yokel's legs, in a fractional flash,
Slick as soap!

Now there was his chance! Had the yokel grabbed
The fugitive's horns, he'd have had him nabbed—
But he didn't, and then with a hopeless wail
He caught at the brief, inexpressible tail
On the lope.

Now you know, of course, or hear it from me,
A goat's tail's not long as a tail ought to be,
And so, when he grabbed the tail wasn't there,
And the goat was exciting the yielding air
Up a slope.

Now here is the moral: You needn't try
To catch opportunity that's gone by;
His tail is the briefest that ever was—
Don't hang near as long as a goat's tail does.
If you're after old Oppor., you're certain to find
That you can't head HIM off by getting behind.

At the recent successful annual banquet of the Philadelphia Hardwaremen, one of the speakers was placing the blame for his appearance upon Mr. T. J. Fernly, a gentleman whom he regarded as a dear friend.

"This eminent secretary-treasurer," remarked the speaker, "has a well developed habit of getting other people into trouble. I am reminded of an incident that occurred in his parental home many years ago, showing that he began in this line in his tender years.

"One day his mother leaned over the banister and said to the cook, 'Bridget, has little Thomas James returned from school?

" 'Yes mum.'

" 'Where is he?'

" 'I don't know, mum. I haven't seen him.'

" 'Well, Bridget, if you haven't seen him, how do you know he has come home?'

" 'Because, mum, the cat's a-hiding under the refrigerator!'"

NEW MEN IN BOSTON TERRITORY

James S. Snow is working in Southeastern New York; S. J. Hunter in Central Eastern New York.

This is what Mr. Bowser will say to the first man who doesn't make his full quota: Srsxda fgnlt grxtz zmnh frgtk.

PERSONALS

O. B. Fitch fits in Indiana.

C. E. Saunders sold some more tanks last month.

P. F. Cashman is feeling better, thank you, and is securing some nice business.

Judging from the looks of several orders which Mr. John F. Connolly has turned in, it would seem as if a stenographic education was a good thing for a salesman.

Frank Leslie, the grandaddy of all the salesmen, stayed with a man until two o'clock in the morning, and got his order then. If a man as old as Leslie can stay up this late some men ought never to go to bed.

J. B. Bate seems to have a grudge against everything that is not a Bowser. In the February Issue we were able to report some fine orders, and we doubt if Bate has ever done more business than he has in the month just finished.

One is never too old to buy a Bowser Tank. Mr. O. H. Wilson entered an order for one to be shipped to a store where the proprietress was a woman 85 years old. Of course, this took a lot of work on the part of O. H., but then everybody knows that she did not really have much of a chance.

Ed. F. Klotz might well be called the "Show Man," for so far he has taken in the New York, Chicago and Cleveland shows, and at the present time is in attendance at the Pure Food Show at Dayton, Ohio. At these shows, Klotz has sold every kind of trade, and came pretty near making a sale to a competitor.

The other day we received an order from C. J. Crail for a ten-barrel cellar outfit to be shipped to a point in his territory, and it took us some hours to locate the town on the map. Finally we found it to be a little bit of a town, forty miles from nowhere, without any railroad connection; but it certainly paid Crail to look it up.

Stoddard has had splendid success with the regular line in Oregon. This is new territory for him, and yet he has made more sales than at any previous time in the same period. A noticeable fact is that almost every order has been taken within a radius of twenty miles of Portland, outside of the city of Portland, and off the railroad lines.

At the Convention it was brought out that a man could come pretty near selling just whatever he made up his mind to sell. To illustrate the truth of this, take D. C. Traxler. He is under the impression that every tank should have a lead bottom and it is a fact that 50% of all his orders are for tanks with a lead bottom, and the lead bottoms are not being thrown in either, but customers are paying for them.

Just to emphasize the possibilities for big business in hitherto practically unknown lines, we want to call your attention to a $325 order that F. M. Wilson secured from a drug store; a five barrel long distance outfit Mr. C. J. Crail sold to a hardware store; a battery of heavy oil tanks that O. B. Fitch sold to an implement house; a ten-barrel long distance gasolene outfit that Mr. Hatmaker sold to a grocery store. Now, these were all outfits sold to that class of trade known as the regular line, and demonstrates the fact that the regular line does not confine itself to grocery stores, and that when a sale is made to the grocery it need not necessarily be limited to kerosene oil outfits.

Still we Vonderau he does it.

F. W. Meegan has a New Curry Comb.

What did we tell you?—Edward Stacy in Iowa means more Bowser there, too. He has turned in some good orders.

We are pleased to note the evidence of increasing prosperity for Brother Lewis Smith. Some of his gasolene orders "look good to us."

J. N. Dietch sold the H. M. Hooker Co. of Chicago twenty two-barrel Cut 15 outfits at list price. Let's everybody congratulate him.

The boys at the Chicago Auto. Show were very glad to have Mr. H. B. McCardel call and assist them for the few days that he was able to do so.

If we were running a Real Estate Column, we would of necessity mention Holmes in Mexico. The Mexicans seem very much pleased with J. L. and his tanks.

Jordan's in Tennessee, even if the map doesn't say so, and to prove that Tennessee is not a heathen country, he is selling one or more tanks in every town he visits.

W. J. Fitzpatrick seems to be partial to 10-bbl. tanks, and is giving an opportunity to a good many of them to see what a fine part of the world Massachusetts really is.

Kamp and King, in Pennsylvania and Texas, are running a race. Both are new men who took up the line after the Meeting, and so far neither has the advantage over the other. Each has sent in nearly forty orders.

J. C. Dunsmore is picking up some good orders out of Southern New Jersey, while Tommie Mathers is pressing him hard at the other end of the State. One of Mather's orders is for a $450 gasolene equipment for Jersey City, and it did not come easy, either.

One day last week J. B. Purdy sent in 14 orders, and then just to show there were no hard feelings, Harry sent in 15—29 orders in one day is pretty good business even for the Purdy boys. We doubt whether the entire Editorial Staff of this paper could do as well.

Texas is yielding a good crop of orders this year. Perhaps it's because it is Texas, but we are inclined to believe the men down there have something to do with it. D. C. Traxler, F. M. King, J. G. Rodman, F. M. Wilson, Murphy and Hyde are the sextette that are doing nice business in that part of the country.

The Toronto contingent has enjoyed a very fine run of business, as the result of a lot of hard work. Rosconi sent in a big garage order. Bate landed half a dozen large orders, including one for nearly $1,000 for a large Furniture Co. Manager Hance spared enough time from the office to close a $700 order. Thos Cragg has even surprised himself with several, and it takes a lot to surprise Cragg, while the two new men and J. E. Hale has started in like an old timer.

Here's a funny thing. At the Chicago Show a young chauffeur visited the booth and talked to Mr. Hessenmueller a while, and then left, promising to have his employer send in an order for a Cut 54 for $220. Mr. Hessenmueller turned around and commented on it to Mr. Bechtel, and during the discussion wagered a dollar that the order would come in. A little later this same chauffeur came in again and was introduced to Mr. Bechtel by Mr. Hessenmueller. Mr. Hessenmueller told him of the skepticism of Mr. Bechtel and the young fellow immediately turned around and said: "Well, have you any more of that good money?" and thereupon Mr. Bechtel bet this fellow another dollar that he would not bring in the order. The order came in

RAILROAD DEPARTMENT

Dear Bill:—I am very sorry that your foot slipped and that you "fell down" last month. I don't think I had my fingers crossed when I was braggin' on you to the "old man." Our quota is beginning to look sick and you will have to dig faster and deeper. You have some rattling good prospects, but remember that we can only collect money on shipments—I would also like to write that to some of the other boys but just now I am especially interested that the Railroad Department makes good, and away down in the bottom of my heart I know we will. I am glad to say we have been successful in getting one of the leading roads to change from the common way station tank to the steel tank with adjustable pump.

Keep a diggin'—we must have the biz.

Yours, DUNK.

C. D. Austin just started on his calling list, and now we expect to see him take a fall out of his quota.

If F W. Meegan cannot get a big order he will take a little one. He has just persuaded a firm on the Bowery to clean up their store by means of an $800 equipment.

Even away out in California they know all about the Bowser. This fact, combined with hard work, has enabled Mr. E. E. Elliott to send in some good big orders in the last few weeks.

Mention should be made of the satisfaction with which a $400 garage order which H. Z. King sent in was received here at the office. This man King is working in a territory where a man has to work for all he gets.

J. P. Pressgrove seems to have a good eye for territory. He has just started down in Louisiana, and is lining up a lot of business. Pressgrove, however, could probably sell oil tanks if he went with Wellman on his trip to the North Pole.

Some how or other P. H. Bowman has found a lot of people in Connecticut who are not satisfied with their present methods for handling gasolene, and are very much interested in the "Standard Garage Equipment for Gasolene Storage." He seems to know how to overcome all their troubles, as evidenced by the number of long distance orders he is sending in.

We thought at the Convention that we had a pretty good bunch of salesmen, but evidently it was deemed necessary to raise the general tone, and so a minister has been induced to take up the line. Mr. C. W. Evans is a regular ordained preacher of the Gospel, a good old-fashioned Methodist kind of a preacher. True to his principles, when he decided that he had something good, he went and got his friend. Ralph McKillip is an old friend of Evan's and starts out with him.

If you want to try a man out thoroughly, take him to a show. If he is not of the right sort he will fall down flat; if he makes good and lasts the week out, then you can depend upon it, "he is there with the goods." As this paper goes to press the Dayton Pure Food Show is on at Dayton, Ohio, probably the hardest show of the year, and no one has been doing more efficient work than C. F. Shupp. Undoubtedly, the experience he is gaining will prove valuable to him, and we look for all kinds of business after the Show.

It is quite a jump from dust pans to oil tanks, and possibly not fair to make comparison, but C. M. Comparet has had a chance to compare it, and he says, tanks for him. We really must compliment Mr. Comparet on the work that he is doing. He has sent in as clean a looking lot of orders as any salesman. They are all for No. 1 outfits on regular terms, except one, and the discount on his total business is a little less than 2%. If we were in favor of using slang we would make some remark about "watching his smoke."

This argument was successfully used by a Bowser man to answer the "too high priced" man. Maybe there are others who will find this same line of talk valuable.

You say, Mr. Jones, that we are charging too much for our tanks!

I'm frank to say to you, Mr. Jones, that you have no proof of your statement, except your own opinion. If we were charging too much for our tanks, Mr. Jones, how is it that more than 200,000 of the best and most experienced purchasers and financiers—managers of the largest factories and mercantile concerns—are today using numbers of our outfits at the same price I am asking you for this one? It is safe to say, Mr. Jones, that the users of our outfits are not all fools, nor unwise purchasers, but are successful business men, owners and managers of the largest concerns of our country today.

If our goods were not worth the money we are asking for them, how is it that our factory has grown in twenty years to be the largest thing of its kind in the world today? If our goods were not right, Mr. Jones, both in price and quality, conservative purchasers for larger factories, as well as the up-to-date merchant who is anxious to stop the leaks, waste of time, lessen the danger of fire, oily floors, oily hands, oily groceries, and loss by evaporation and over measurement, would not be purchasing our tanks in large numbers. There are some of the largest and most successful firms in the United States using as many as forty-one of our outfits for different kinds of oil.

This is, it seems to me, Mr. Jones, proof enough that our tanks are worth every cent we are asking for them. Remember, you are not taking my word alone for this, but you have the hearty recommendation from almost a half million people who are users of our tanks, and they will tell you one by one that they have never made a better investment than when they purchased a Bowser self-measuring oil tank. I am going to prove to you, Mr. Jones, by a little demonstration of a few figures that this tank is dirt cheap at the price I have made you. In the first place, the statistics of handling oil by means of common tanks and measures, such as you are using, show that the evaporation and over measurement will average one cent loss per gallon. You say, Mr. Jones, that you handle about 50 barrels of oil per year; that would be 2550 gallons of oil at a loss of one cent on the gallon, making a loss of $25.50 on the year's oil business. We will multiply this by twenty, which is the average life of our tank. Multiplying $25.50 by 20 is $510.00, the amount that you have lost in 20 years, or about 9¼ times the cost of one of our self-measuring tanks. Say for instance you go to your banker and place $55.00 there on interest. He will pay you 4%, which in 20 years will amount to just even $44.00. If you invest that $55.00 in this oil tank, in 20 years you will have saved by so doing just $510.00, less the cost of the tank, ($55.00) leaving $455.00, or a gain over your bank investment of $411.00, besides the convenience and time saved in handling your oil.

Don't you think, Mr. Jones, that this is sufficient proof that you should purchase this tank at once and stop the leaks and loss of time and money this very moment?

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 APRIL 16, 1906 NO. 4

OUR THANKS

While we fell short of our quota on shipments for March nearly $12,000, on business received we were short only $7,000, so that we made our quota the last half of the month.

We therefore desire to thank our boys for rising to the occasion when advised that we were behind $8,000 the first half of the month, and in the face of unusual and adverse conditions not only made the quota for the latter half of the month, but regained $1,000 of the amount lost on the first half.

We now have better weather and the months are here during which, in past years, the results have been the greatest of the year. We are confident that during April, May and June, while the quotas are away up, we will more than reach them. This means a strong, hard pull from every man. So, boys, hustle—every one hustle.

Sincerely yours,

S. F. BOWSER & CO., INC.

A. Z. POLHAMUS, Gen'l. Mgr.

A SUMMARY OF BUSINESS FOR THE FIRST THREE MONTHS

EASTERN DIVISION		WESTERN DIVISION	
January	$23,198.17	January	$19,032.80
February	28,782.29	February	39,096.75
March	43,471.18	March	40,458.95
Total	$95,451.64	Total	$98,588.50

The above covers orders shipped the first quarter and shows a total of $665.14 above the quota. It likewise gives the Western Division a little the better of it, although the Eastern is ahead two out of three months. With what the East has up its sleeve the West will be left far behind in April unless something startling happens.

No. 29901 New York, AUG 30 1905

$17202.00

Commercial Trust Company of New Jersey

JERSEY CITY, N.J.

Pay to the order of S. F. Bowser & Co., Inc.

Seventeen thousand two hundred nine 00/100 Dollars

Dated March 30, 1905. The Singer Manufacturing Co.

$17,209.00

Vice Pres.

Form No. 9.

CABLE MESSAGE.

THE WESTERN UNION TELEGRAPH COMPANY.

INCORPORATED

ROBERT C. CLOWRY, President and General Manager.

TWO AMERICAN CABLES FROM NEW YORK TO GREAT BRITAIN.
CONNECTS ALSO WITH FIVE ANGLO-AMERICAN AND ONE DIRECT U. S. ATLANTIC CABLES.
DIRECT CABLE COMMUNICATION WITH GERMANY AND FRANCE.
CABLE CONNECTION WITH CUBA, WEST INDIES, MEXICO AND CENTRAL AND SOUTH AMERICA.
MESSAGES SENT TO, AND RECEIVED FROM, ALL PARTS OF THE WORLD.

OFFICES IN AMERICA:

All Offices (23,000) of the Western Union Telegraph Company and its Connections.

OFFICES IN GREAT BRITAIN:

LONDON: 21 Royal Exchange, E. C. 40 Mark Lane, E. C. Effingham House, Arundel Street, W. C. 109 Fenchurch Street, E. C. 2 Northumberland Avenue, W. C. Hay's Wharf, Tooley Street.
LIVERPOOL: 8 Rumford St. and Cotton Exchange.
BRISTOL: Backhall Chambers, Baldwin Street.
BRADFORD: 10 Forster Square.
DUNDEE: 1 Panmure Street.
EDINBURGH: 50 Frederick Street.
GLASGOW: 4 Waterloo Street. " 29 Gordon Street
LEITH: Exchange Buildings.
MANCHESTER: 31 Brown Street.
NEWCASTLE-ON-TYNE: 1 Side.

NUMBER	SENT BY	REC'D BY	No. OF WORDS.	FROM	
52 CH.	IB.	W.	10	Clydebrink	68

RECEIVED at Tri-State Block 125 E. Berry St. Ft. Wayne, Ind. 190

Bowtank Ftwayne, Ind.

Ship six pumps for upper floors.

Singer.

211 PM March 27th/06

No. 33461 New York, MAR 30 1906

$7000.00

Commercial Trust Company of New Jersey

JERSEY CITY, N.J.

Pay to the order of S. F. Bowser & Co.

Seven thousand — Dollars

a/c Contract The Singer Manufacturing Co.

$7000.00

I. E. Vandenburgh

Treasurer.

A BOWSER EQUIPMENT IN SCOTLAND

The foregoing page, without any further explanation, tells a very interesting story, and the following brief synopsis will give some idea of the kind of work that may be expected from a Bowser equipment.

To Mr. J. D. Gumpper is due the honor of having started the Singer Mfg. Co. on Bowser Equipments. In December of 1902, Mr. Gumpper sold them a five-barrel, Cut 9, first floor outfit. In April of 1903, on the strength of the very satisfactory service they had obtained from the one tank, Mr. Gumpper sold them nine large outfits, with a total capacity of 3200 gallons. In April of 1904 he sold them one more outfit at this point.

Mr. Philip Sidney, who was then Works Manager at South Bend, was so well pleased with his equipment that he recommended it to his company, and especially called it to the attention of the late Mr. L. Pine, one of the active heads of the corporation, who in turn recommended the outfit to Mr. F. A. Parks, works manager at Kilbowie, Scotland, and also wrote informing us of their plans to build a new plant, and asked that we take the matter up direct. This we did and received their blue prints, showing their plans and asking our recommendations. We planned the equipment and submitted it to them with our proposal, and on December 8th, 1904, they sent us their acceptance.

After having given the outfit a very thorough trial, and finding it in every way satisfactory, they sent us their check for $17,209, and on March 27, 1906, they ordered by cablegram six more pumps for use in a part of the plant that was not ready when we made the original installation, although our engineers made provision for these pumps at the time.

The $7,000 check represents a part payment on the installation which our engineers have just completed at St. Johns, Que. This St. Johns job, complete, makes four of the Singer factories in which are installed Bowser Outfits. First, the one at South Bend, for which Mr. Gumpper secured the order, then an order from Elizabethport, N. J., then the large order from Kilbowie, Scotland, and as a matter of course, the St. Johns, Que., order.

Now then, just a word or two in regard to the equipment in Scotland, and it is worth while describing, because in that installation, Bowser Outfits are used for handling all kinds of oils under severe conditions, and the equipment is installed in a foreign country, where it would not have been considered had not the purchasers been sure that it would be satisfactory, and that it would not get out of order. If American goods are to be sold in a foreign country, those goods must be of a nature that can be guaranteed not to get out of order, or else there must be a foreign branch where repair parts can be obtained.

The principal part of this equipment is found in the new cabinet factory of the Singer plant. This building is six stories high, and 800 feet long, and it is there that all of the cabinet work is done. On the first, second and third floors of this building are located all the wood-working machinery, and for these machines large quantities of lubricating oils are used, and the Long Distance pumps, Cuts 41 and 44, which have been placed on these floors are for lubricating oils.

The fourth, fifth and sixth floors are the finishing floors, and on the fourth floor—45 feet above the level of the tanks—are located pumps for handling varnishes, turpentine, paraffin oil, linseed oil, castor oil, lard oil, mentholated spirits and mineral oil.

In addition to the pumps in this new building, there are three other buildings similarly equipped: the new machine shop, the old machine shop and the Japanning room. The two machine shops are four story buildings, with Bowser pumps on every floor, while the japanning room has Bowser pumps on the first and second floors, for handling Japan and benzine.

The complete equipment, therefore, calls for 55 special tanks and 59 Long Distance pumps, Cuts 41 and 44, and then adding to that the outfits ordered by cablegram, a total of 65 pumps. All of these pumps feed from a central oil house, in which the tanks are located. The total capacity of the tanks is 52,150 gallons, and the plant consumes daily about forty barrels of the different kinds of oils. Notwithstanding this large consumption of oil, there is but one man required in the oil house, who sees that all of the oil tanks are kept well filled, and in addition has to look after 13 pumps that are in the oil house, that are there for handling oils which are used only in small quantities in various parts of the factory, such as the blacksmith shop and similar places where the oil is used in limited amounts. It would require a force of six or eight men to distribute this oil and to care for it under any other plan.

This equipment was installed by Messrs. Allen A. Bowser, Thomas Devilbiss and John McLachlan, and was finished in June of last year, so that the first installation had been in use for nearly a year before the additional outfits were ordered.

The Singer Manufactnring Company is one of the largest manufacturing companies in the world. They have almost 5,000 branch stores, directly under the control of the company. Their Kilbowie plant, at the time our engineers were there, employed 8,500 people. most of whom lived in Glasgow, eight miles from Kilbowie. The Kilbowie plant turns out on an average of 18,000 sewing machines a week. It is entirely electrically equipped throughout, and everywhere is found the most modern of machinery, a large portion of which was made in the United States. Some idea of the immensity of their business can be gained from the fact that they have three switch engines of their own continually in use for switching cars around in their own yards.

Here are the points that we would have you consider: First, that the purchaser of the Bowser outfits is one of the largest manufacturing companies in the world, with thoroughly up-to-date plants. That this particular installation was the third made for the same company. That it is located in a foreign country, and that after being in use for nearly a year, we received a re-order for them. That there is but one oil house, in which are stored all the oils used in this immense factory, and that Bowser pumps are located all over the factory, some of them 45 feet above the tanks, and nearly 500 feet away from the oil house. With these pumps are pumped all kinds of oil, including benzine and naptha, lubricating oils, varnishes and japans.

"Are you the 'Answers to Correspondents' man?" inquired the dyspeptic-looking caller.

"I am," replied the gentleman addressed. "What can I do for you?"

"Firstly, what will dissolve a chunk of lead in the human stomach? Secondly, won't you please refrain from publishing recipes for plum-pudding hereafter?"—PHILADELPHIA PRESS.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.
On the Fifteenth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.
Copy for insertion must reach the editor ten days in advance of publication.
Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

The advent of the automobile has proven itself a boon to the grocer, because of the consequent increase in the demand for gasolene, a commodity that he more than likely has to handle anyway. When you sold Mr. Brown his kerosene tank some time ago, however, you could not interest him in gasolene because his sales were small. But you can now. Have you thought of it that way? Brown has an oil tank, now he needs one for gasolene. He recognized the need of an oil tank; it will be easy to sell him the other.

* * *

But you must do it now while the demand is on. The old adage—"Strike while the iron is hot," may well be read—"Sell gasolene tanks in the automobile season." Some men can sell anything at any time, but for us we find it easier to sell a tank when the man wants it and knows that he wants it. Call on every grocer in your territory, on every hardware store, on every retailer of oil, and pound away at gasolene. They may have kerosene tanks; if so, the gasolene orders will come that much easier; but they can be sold now—in the fall it may be too late.

* * *

Sell him Cut 42 first, for it is by far the most convenient, as well as the safest for him to use. Suggest he have a sign stuck up in front of his store, calling to the attention of the passing autoist the fact that gasolene can be obtained within. If you cannot sell the Long Distance, then the Cut 10 will answer. Tell him to place the outfit outside the store where the automobilist will see it. Say to him that we will paint on the tank without additional cost his name and the announcement that gasolene is sold there.

* * *

This is also the season for paint oil trade. Are you making the most of it? Buildings are being erected, repairs made, houses repainted, walls redecorated, fences fixed up, everybody is housecleaning, and everybody is using paints and paint oils. The retailer is consequently suffering most just at this time from the disagreeable features of his present equipment. When he is selling only a little oil he feels that to invest would be foolish, when business is best, not to invest would be worse. You can talk tanks to him now when he would not be interested later on—having forgotten his troubles.

IMPORTANT

On every order blank there is a space reserved for noting the business in which your customer is engaged. Please fill it in when you write out the order.

April 12th, 1906. This mornings' mail contains nine orders from Holmes, of Mexico, aggregating $1,179.00—all taken in one day.

Here's another woman grocer. W. T. Miller called on one over in Decatur and reports: "Miss L. wouldn't consider any proposition from a strange travelling man."

We held up the press to mention seven orders taken by C. H. Kelley in one day, and against cheap competition, and six by P. W. Vonderau out of a "filled-up" territory.

Taken verbatim from a Daily Report of R. B. Lipes, under "Reasons for Not Buying:" "Said she would sell out soon; had money enough to live without work; (splendid opportunity for a single man)." Lipes will furnish name and address to interested parties.

BOOMERANGS

EDMONTON, ALTA., March 31, 1906.

A. Z. POLHAMUS, Gen'l. Mgr., Fort Wayne, Ind.

Dear Sir:—Your postal telegram of March 16th just came to hand, regarding half of March gone and still eight thousand dollars short. I feel thankful for the help that I have been able to put my shoulder to the wheel and help boost it along. Today being the last day of March, I left my overcoat at the hotel and went at the fight to win, and when the smoke had cleared away my orders showed my business for the day to be $327.00. That was quite a grand stand finish for Saturday. Now, as my last order for the day was made with the Strathcona Brewery, I don't want you to think I went in there for a fresh supply of gas, but say, they had some very fine beer. I am in hopes the quota was safely reached.

Yours very truly,

THOS. CRAGG.

MEXICO CITY, D. F., March 16, 1906.

MR. H. B. HARPER, Care S. F. Bowser & Co.

My Dear Mr. Harper:—The February "Boomer" received and read with pleasure. The "Boomer" may not be self-measuring exactly but I notice it gives everybody his dues. I don't think anyone appreciates it more than I, away down here among the natives, where they do eyerything backwards, with the exception of digging wells. It's a God send to have the "Boomer" and to read of the "Bowser Boys" and note the success of all of them. "Long may it continue." I wish it came oftener.

With best regards, J. L. HOLMES.

Tamanlipas, 6 A. Room 25.

March 26, 1906.

EDITOR OF BOOMER, S. F. Bowser & Co., Ft. Wayne Indiana.

Dear Sir:—The Boomer is a "dandy," and every number full of enthusiasm. Brother Quarles, you are sure right about the size of the new daily reports, and now we hope that the order blank may at some date, not far distant, be reduced in size accordingly.

Say, boys, do you not think that Zahrt, in cut on page 2 of the March Boomer, looks somewhat shaky on his pins? Bechtel "looks good" to me.

Two nights, in one week, all night on a freight train, stuck in snow drifts on the open prairies, without supper, 48 hours in one town of one store only, no hotel, three engines (dead) unable to lift the snow blockade, two towns in one week, are the actual conditions that confront one in North Dakota, March, 1906. But we hope that July will be milder; as it is, now and then a man will be found who will order a L. D. 10-bbl. gasolene or kerosene anyhow. We find hardware, drug and implement dealers often need our line and are overjoyed (nit) to see us enter their store with our model. Let every one of us overreach the alloted quota in 1906.

What has "Dunk" done since Jan. 1st? Why, that is easy, he has been "prodding" Bill all the time for more business.

A. B. CORNELL.

WILLIAMSPORT, PA., March 21, 1906.

MESSRS. S. F. BOWSER & Co., Ft. Wayne, Ind.

My Dear Mr. Zahrt:—I had a very funny trip today. I made a 25-mile drive, and as we have a great deal of snow on the ground, and in many places the roads are drifted full, we got into one place where our horse got down and could not get up. One of us held him down and the other one ran for a shovel almost one-half a mile. It took us five hours to go twelve miles. Wish I could send you a snap shot of us in the snow. Yours truly,

L. D. KAMP.

THUDS FROM THE PADDED CELL

By MAURICE SMILEY

How much did Philadelphia Pa?
Whose grass did K. C. Mo?
How many eggs could New Orleans La?
How much does Cleveland O?
What was it made Chicago Ill?
T'was Washington, D. C.?

She would Tacoma, Wash, in spite
Of a Baltimore Md.
When Hartford and New Haven Conn,
What reuben do they soak?
Could Noah build a Little Rock Ark
If he had no Guthrie Ok?

We call Minneapolis Minn.
Why not Annapolis Ann?
If you can't tell the reason why,
I'll bet Topeka Kan.
But now you speak of ladies, what
A Butte Montana is.

If I could borrow Memphis' Tenn.
I'd treat that Jackson Miss.
Would Denver Colo cop because
Ottumwa Ia dore,
And, tho' my Portland Me doth love,
I threw my Portland Ore?

—LIPPINCOTT'S MAGAZINE.

HOW GASOLENE IS OBTAINED

PROCESSES THROUGH WHICH THE CRUDE PETROLEUM PASSES—REMOVAL OF IMPURITIES

Most people know, in a general way, how gasolene and other petroleum products are obtained. But the exact processes through which the black, sticky mass which comes from the ground passes while being refined is, although extremely interesting, a matter of much less common knowledge.

Beneath a large cylindrical tank containing from 500 to 1,000 barrels of petroleum, a large fire is built. Petroleum, or crude oil, while cold, retains all its gases and vapors in a liquid state. When, however, they are heated, as in the case in point, the gases rise and enter a large funnel shaped hood at the top of the tank. From the small end of this funnel runs a coil of piping which is surrounded by water. The first vapor given off by the heated oil forms the highest test liquids—benzine, naptha, gasolene, etc. This vapor, when it reaches the coil kept cold by the water around it, is at once condensed, changes from a vapor to a liquid, and then flows into a second tank, technically known as a "mixer."

At this stage the newly made gasolene is full of impurities. To remove these and particularly to eliminate the carbon with which it is heavily laden, it is necessary to give the gasolene a bath. This is done in the mixer, the lower end of which is funnel shaped. A pipe filled with small holes is brought up through the bottom of the mixer and through the pipe cold air at high pressure is forced. A second pipe is brought into the mixer from the top; through this pipe a stream of sulphuric acid is let in to the gasolene in need of a bath. The acid, being very much heavier than the oil, promptly proceeds to the bottom of the tank; here it encounters the inrushing air, and is forthwith sent back to the surface of the tank. This is repeated until the acid and the gasolene are thoroughly mixed. The result is that every particle of carbon and other impurities is separated from the gasolene and absorbed by the acid. When this has been accomplished the incoming air is shut off, whereupon the dirt laden acid at once falls to the bottom of the tank and is drawn off.

The next move is to rinse the mixture and to remove what sulphuric acid remains. An alkali mixture is now poured into the tank of gasolene, and the air once more sent rushing through the mixture. The alkali is thereupon washed back and forth until every remaining portion of the sulphuric acid has been gathered up. When this has been accomplished, the air is once more shut off, and the alkali sinks to the bottom of the tank, just as the acid did, and is run off, leaving only pure gasolene in the tank.

From the bottom of the tank leads another pipe equipped with a number of stopcocks. An expert opens a valve and allows the gasolene to flow through the pipe. As it passes out the gasolene is tested, and the various grades of it—76 degrees, 74 degrees, 68 degrees, etc.—are all separated and conducted to the respective tanks, where each is stored.—*Motor World.*

NEW MACHINES IN THE FACTORY

In order to properly take care of the increasing business it has been found necessary to very materially add to our factory equipment. The following is a list of the new machinery which has been purchased, and with one or two exceptions, is already installed:

One Large Combination Punch for making drip pan holes, pump holes and holes for all connections on the "B" and "C" tanks, and Boiler Iron Tanks as well. This machine weighs 100,000 pounds, and will do the work of five or six men. Before this time, these large holes have been made with a small punch and then trimmed out by hand.

One Automatic Spacing and Punching machine for making rivet holes in heavy boiler plate. This machine weighs 50,000 pounds, and will automatically space and punch two holes at one time, with a capacity of 120 holes a minute. The present machine for doing this requires spacing by hand, and then punch one hole at a time. It will require 25 horse power to operate the above machine.

One 12-foot Multiple Punch, weighing 45,000 pounds, having a capacity of punching 144 rivet holes through steel used in types "B" and "C" tanks. This machine takes the place of one that punches only 30 at a time.

Two additional cranes and hoists to facilitate handling the tanks.

One twenty-five horse power electric motor.

One fifteen horse power electric motor.

One ten horse power electric motor.

All of the foregoing, except two pieces, have been added to the boiler and tank department.

In the machine shop there have been installed:

Three single drill presses.

Two tool room lathes.

One automatic gear cutter.

One wire screw machine.

One two-spindle press.

One Universal tool grinder.

Two automatic screw machines.

The total cost of the above listed machinery is about $22,000.

Our aim is this: In the first place we want a thoroughly up-to-date factory, and for that reason we buy the most modern tools; then again, if we haven't the most modern tools we cannot take care of the business that is coming to us, and take care of it properly.

Your customer is in the same fix; if he handles oil in the old way he cannot handle it properly, he cannot take care of his customers. With a modern equipment—i. e.—A Bowser, he can take care of his oil trade.

P. F. CASHMAN'S LOSS.

It was with sadness that we learned of the recent bereavement of P. F. Cashman. Mr. Cashman's seven-year-old boy was drowned last month. The heartfelt sympathy of the entire G. A. B. goes out to him in this, his great sorrow.

HEARTFELT SYMPATHY.

We are very sorry, indeed, to report the recent death of Mrs. Geo. Romer, wife of our veteran salesman. Mr. Romer has the sympathy of all our men.

We take pleasure in introducing to our readers, Mr. M. I. Miller, representing us in Eastern Indiana. The ink had hardly dried on his contract before we received a fine order from him for a five-barrel linseed oil outfit. Miller is one of those positive chaps who knows no failure. Merchants in his territory will simply have to "show him" good cause for not buying.

"Spitznagle" in every-day English means "sharp nail." F. J. is using his to prod 'em up in his territory. Fred used a Bowser in his business for years, and he is chuck full of faith. When a man gets in that condition he simply can't help doing good to his fellow men.

PERSONALS

C. M. Comparet's experience down in Tennessee proves that unfavorable weather conditions may be turned to account. Charley has had a tough time of it in mud and rain, but found elegant orders at the bottom of it all. He won't do a thing to 'em, now that spring has opened up.

It's Wilson—O. H., making that cloud of smoke coming up from Indian Territory. There's no grass growing under his feet. Remember, boys, "it's not so much what you say as how you say it."

R. E. McIntosh bears the distinction of being the first man who has completely covered his territory on calling lists. Spring prospects will now command his attention, enough to keep him busy for a while. Mac. will admit it's easy when one has the conditions in his territory at his finger tips.

"Persistency," as well as "consistency," is a jewel. C. H. Kelley has demonstrated this to his financial satisfaction. Lots of "cheap" competition in his territory, but they can't phase him. Kelley is a Bowser SALESMAN, through and through.

When L. D., of Central Pennsylvania, enters a man's store he just simply Kamps until he gets an order. But then he "needs the money." It's a secret as yet—but we'll tell you later. Kamp's orders are as regular as clock work.

No use of the merchants in Northeast Ohio crying "too much gas;" that don't go with J. A. Gilmore. He's on to their curves. J. A. G. spells jag, but applies in this case to the orders he sends in every mail or two.

We all have our hobbies. Jake Gumpper's hobby at this time of the year is Cut 10's—where he can't sell a Long Distance. What do you think of two to three a day. For directions ask Jake.

G. W. Hafner says the peanut crop has failed in his territory, but you wouldn't be able to tell it from the bunch of orders received from him at the time this is written.

We have just recently finished carding W. J. Faust's, E. P. Hays' and C. P. Hannon's territories. These gentlemen haven't had a particle of trouble doing business without the advantage of a calling list, but just watch our columns for report of their work under the new and tried method.

P. W. Vonderau misplaced his calling list and got lost in his territory the other day. P. W. says "these lists are worth hundreds of dollars to me." In the hands of a good man like Vonderau it is almost possible to count the orders beforehand.

A little thing like a coal strike isn't going to stop Rosser McClure from doing business. Looking at his orders, one would suppose the thing had been settled long ago.

P. S.—Since writing the above Mr. McClure sent in a $700.00 order from a coal company.

Get the habit. Just had a letter from E. P. Walker out in Nebraska stating that money wouldn't induce him to give up work under a calling list. Walker has been on the firing line a long time and knows a good thing when he sees it.

Geo. E. Bowen's work shows the result of system and it is apparent that George has made up his mind to keep abreast of the times and supply a Bowser to every man in his territory. We miss a guess if he doesn't take a fall out of his quota.

F. L. Hanks is playing a farewell engagement for the season at the Toronto Auto. Show.

As we go to press, we hear of a mighty fine business done at the Toronto Auto. Show, and are advised that the exhibition will contiune another week.

G. L. Heusner, of Colorado, is right in the thick of the push and is making a fine showing.

Our new men, C. S. Hetrick and H. E. Merritt, are of the Hance-Laverty school of salesmen, and their success is assured.

W. C. Banks has already started the ball rolling in his field, several fine orders resulting from his maiden efforts.

E. R. Deming in Southern California, reveled in prospects even before his model reached him, and may be depended upon to produce results.

The following new salesmen have been added since the March Boomer went to press: W. C. Banks, Southeastern Kentucky; E. R. Deming, Southern California; N. Eason, East Texas; H. E. Merritt, Southwestern Minnesota; F. G. Rodenbeck, Southeastern Wisconsin; C. S. Hetrick, Northeastern Michigan; J. S. Snow, Boston Office.

R. L. Duncan, too, seems inclined not to let bad roads bother him very much and keeps on sending in orders as evidence that he intends to clean up his quota.

D. C. Traxler sent in five orders in one day from down in Texas, and everybody knows what they say about Texas.

Frank Leslie sold a five-barrel, Cut 42, and then convinced the man that he ought to have a gallon meter and a filter. Of course, Leslie was right, but then a lot of salesmen do not seem to think this way.

George Romer is living up to his name. Last fall he was over in Virignia. After the convention he went down in Texas, and now he is in Ohio, and in every territory he gets his share of business. Romer is another man who can sell Long Distance Gasolene Outfits to grocers.

R. B. Lipes, who secured some good orders in Michigan, for good and sufficient reasons was transferred over to Ohio, and we have noted some good orders right out of the city of Dayton, Ohio.

Ohio seems to be a good state, for C. F. Shupp, since the last issue of this paper has sent in several good orders from that state, notably one for about $275 from the city of Dayton, and another for a Cut 10 to a grocer in the same city.

Harry Medsker's month of March, like the other two months, was a big one. When Harry has a good week, he trots over to Fort Wayne to make sure that the tanks he sells are not shipped into some other salesman's territory. He comes in four times a month.

P. H. Bowman, too, keeps well in line. We notice a 10-Bbl. Long Distance order with Bowman's name affixed, which looks good to us.

Among the larger orders which were received during the month might be mentioned two orders from F. W. Meegan,—one for $1,100 and the other for $1,700; two orders from J. N. Deitch, one for $574.00 and the other for $390.00; two from Thos. Cragg, one for $375.00 and the other for $250.00; one from J. B. Bate, for $413.00; one from J. L. Holmes in Mexico, for $1,076; one from Nap. Rosconi for $280.00.

Prompted by the success of his friend, Mr. F. M. King, Mr. N. Eason, of Waelder, Texas, has joined our ranks in east Central Texas. We have as yet not had the pleasure of meeting Mr. Eason, but that he is a capable man and made of the right kind of "stuff" is evidenced by the "straight from the shoulder" letters he writes.

RAILROAD DEPARTMENT

DEAR BILL:—I am very glad to note the good work you have been doing this month, and there have been some nice railroad orders received. As you know, the quota for this month is much higher and we will have to keep a diggin', and diggin' mighty hard, to reach it—in fact I am sending you a ladder by express so that you can reach it. You need the exercise and we need the orders—keep a diggin'.

The prospects are very bright and I feel sure we will get a number of fine orders before the end of the month.

Our friend Savercool, who has absolutely nothing to do but manage the Eastern District, look pleasant, adjust all trouble the boys stir up in that section, look after insurance matters, travel from Maine to Florida, look after the factory business, wash dishes, make the beds and take care of the children at home, took two very nice orders from one of the railroads in the East amounting to about $5,000. This he done on the side. If he can take a few more I think he will be eligible in a short time for a regular position on the railroad force. He is all right. Keep a diggin'.

Yours, DUNK.

SOME GOOD THINGS THEY SAY ABOUT US

NASHVILLE, TENN., April 7, 1906.

THE S. F. BOWSER CO., INC., Fort Wayne, Ind.

Gentlemen:—I take pleasure in attesting the great value of your oil tanks. This company has used them for illuminating oils and lubricating oils and has found them to be in every way entirely satisfactory, and just as represented.

The saving in oil will go far towards paying for the tanks in a few years. Yours very truly,

BON AIR COAL & IRON COMPANY,
J. M. OVERTON, Gen'l. Mgr.

NASHVILLE, TENN., April 7, 1906.

S. F. BOWSER & Co., Fort Wayne, Ind.

Gentlemen:—We take this as an occasion of informing you as to the satisfactory results we are now obtaining from the Bowser Pumps and Tanks purchased through your Mr. Carpenter.

We felt a little hesitancy in placing an order, as we were not satisfied that the results obtained would benefit us materially; but as we have now had experience with them and thoroughly understand their working, labor and time saving and accurate measurement, we would not be without them for five times their original cost and will highly recommend them to any one who is in any way in need of tanks of their character.

We now know that they will receive same results and satisfaction that we are now receiving. We cannot, under any circumstances express to you the full satisfaction that they are now giving us. Yours truly,

WARREN BROS. CO.,
JOS. M. WARREN, JR., Pres't.

Everybody ought to take off their hat to Lewis Smith over in the Boston territory for the very good line of business which he has secured in the last month; but then you expect that from a man by the name of Smith.

C. W. Hoffritz, a new man in the factory line, who served his apprenticeship at the Dayton Pure Food Show, has made a nice beginning in his territory in Northwestern Pennsylvania.

W. J. Fitzpatzick, who swears he isn't a Dutchman, seems to get his name on a good many order blanks, even if the present blanks do look a little large to some of the men. Fitzpatrick has landed a large number of good orders this season.

Perhaps this comes in under the Railroad Department, but anyway, E. M. Saverccol secured a good big order from the Seaboard Air Line, Portsmouth, Va., and two more from the Delaware & Hudson Railroad Co., at Albany.

If every salesman made as good a showing as Cashman has recently, there would not be a particle of doubt about a million for 1906. Cashman's March business ran into big figures.

Another man who should be mentioned for the large amount of business he closed in March is H. C. Carpenter, down in Tennessee. Carpenter's business for the month of March runs up in a splendid total.

Here's a problem: A. B. Cornell sprained his ankle and was laid up for the most part of March. Notwithstanding this, he sent in more than his quota of business. If a man with a sprained ankle can do this amount of business, then how much should be expected from a man with two good ankles, or how much would Cornell have done without the sprain? If a sprained ankle had anything to do with it, then we all know of some men who would be willing to try that method.

Over in California there's a man who tries to rub it in as to how much better country he works in than some of we Hoosiers, and to emphasize this point we are very apt some morning when there are three or four feet of snow on the ground to get a bunch of flowers from J. B. Clifford. Now, we do not want yon to think that flowers are the only things he sends in, but this is simply an opportunity given us to acknowledge the flowers.

F. G. Howard has been under the weather for some weeks, had to leave his territory and go home, where he underwent an operation. According to the latest reports, the operation was successful, and soon, we can assure you, the orders with Howard's name affixed will again come rolling in.

J. W. Runyan, familiarly known as "Jim Runyan from Pennsylvania," will for a time have his headquarters in Fort Wayne, because the firm needed a good man for expert work.

J. M. Sitton's there with the goods. He is doing a fine business, and there's rarely a day that doesn't include in its shipments something into his territory. One morning's mail, for instance, contains six orders, an aggregate of over $400.00.

D. H. Shields, because he is a very big man, is expected to close big orders, and make every month a big month. If Laverty, for instance, should happen to do but little business some month, you might put it down to his size, but Laverty says size doesn't count, and it looks as if he were right. Nor can it be said that, like dreams, business goes by contrary, for Shields has landed a lot of good ones, and his quota is looking scared already in anticipation of the beating it is going to get.

You've lately seen the name of F. B. Homsher attached to letters from the office of the Superintendent of Salesmen. "Frank" is no "spring chicken" at the selling game, having traveled with other lines for years, and employed salesmen in his own business. He felt a little restless confined in an office, and the daily avalanche of orders has made him anxious, so we've given him a calling list, told him how it is done, and sent him out for a week to get his eye teeth cut in the tank business. He'll tell you all about it when you come in, and you'll be glad you met him.

The BOWSER BUSINESS BOOMER

S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 | MAY 15, 1906 | No. 5

SUMMARY OF THE BUSINESS OF THE FIRST FOUR MONTHS OF 1906

EASTERN DIVISION		WESTERN DIVISION	
January	$23,198.17	January	$19,032.80
February	28,782.29	February	39,096.75
March	43,471.18	March	40,458.95
April	46,817.35	April	41,979.42
Total	$142,268.99	Total	$140,567.92

The above is not a record of the total orders received the first four months, but simply the orders shipped, and shows a total of $282,836.91. As predicted in last month's issue, the Eastern Division passes the Western Division in actual shipments for the month. It, however, behooves the Eastern boys to keep a moving, else the Western end will regain its supremacy this month. The last week of April was a record breaker—the largest in history. It registered a total of $37,578.41.

A MODERN GARAGE WITH A MODERN EQUIPMENT

The largest gasolene and oil storage equipment ever installed in any garage in the world, is the one installed by Bowser & Co., for the garage of the Decauville Automobile Co., 56th Street and Broadway, New York City.

Because it is the largest, a brief description of the equipment will be instructive at least, and to many it will be interesting. It is hardly to be supposed that every salesman would have an opportunity of figuring on a similar equipment, but if we can furnish the best equipment for a big installation and if the user of large quantities of gasolene and lubricating oils finds it good practice to install a Bowser, then surely the man who uses but little has an equally good reason for installing the same make of outfit.

The Decauville people first purchased an outfit of another make because it could be secured for one-third of the price. They threw out this other equipment and put in the Bowser, although there was not one cent allowed them for the old outfit. It was a total loss which they had to stand, and yet they figured it was cheaper to lose the cost of the old outfit than to put up with it.

The credit for securing this order is due to the joint efforts of Mr. W. H. Ladd and Mr. E. M. Savercool.

By referring to the diagram it will be noted that this equipment consists of twelve five-barrel tanks, and eleven Long Distance Pumps. Six of these tanks are constructed of No. 12 steel and built square. These are for kerosene and lubricating oils and are located in a ventilated vault under the sidewalk. Then under that vault are buried six gasolene tanks. These are the round, Type C tanks constructed of three-eighth inch steel. The New York insurance requirements specify three-eighth inch tanks and prohibit the installation of tanks of greater capacity than five barrels, and for that reason the above installation is composed of a battery of tanks with an aggregate capacity of 30 barrels. These tanks are filled through a filler pipe extending to the sidewalk and terminating in a Bowser Patent Filler Box, so that none of the gasolene is brought into the building, except as it is used.

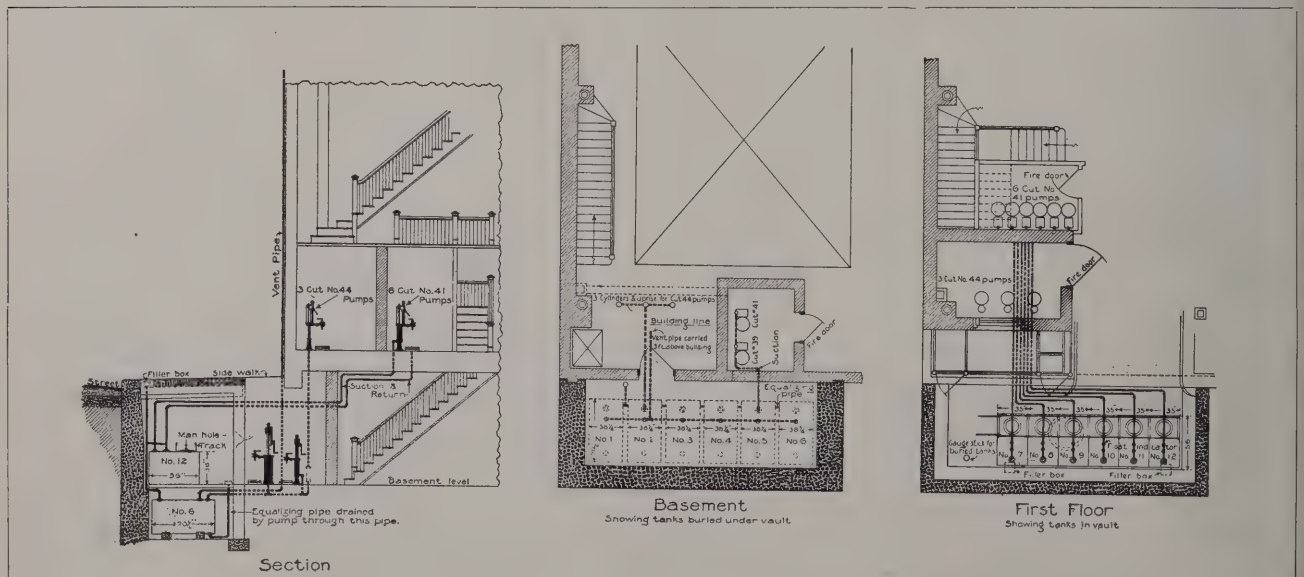
The lubricating and kerosene oil tanks in the vault are provided with a barrel track directly over the manholes. The barrel of oil is rolled along the track to the proper tank, into which it is emptied by gravity through a Bowser Bung Faucet, so that no oil is lost. It is never exposed to the air, and no chance is offered for dirt entering.

The pumps are all of the Long Distance type, Cuts 41 and 44—two of them in the vault and nine on the floor of the garage. One of the pumps in the basement vault has a capacity of five gallons at each stroke, the balance are of the gallon type. Each pump is equipped with a gallon meter, which registers the total amount of oil or gasolene drawn and so serves as a check on employees.

Another New York requirement is a vent pipe for each tank to height of top of nearest building. This is shown at left of diagram.

In addition to the above outlined equipment, there is a Bowser Wheel Tank. Instead of taking the car to the gasolene, the wheel tank takes the gasolene to the car, even into the street. This outfit is a gasolene tank on wheels, built for convenience in filling a large number of cars. The tank holds one barrel of gasolene and is equipped with a gallon pump with hose connection. The tank is wheeled alongside the car that needs replenishing, and by means of a special gasolene hose, gasolene is pumped and measured directly into the reservoir of the car. It is often a difficult matter to manipulate a car in a garage as to get it near enough to a stationary gasolene pump—especially is this true where four hundred to five hundred cars are attended to every twenty-four hours. Under such conditions, the advantages of a portable tank are obvious.

At this garage, 400 cars a day are cared for, requiring anywhere from 3,000 to 10,000 gallons of gasolene and lubricating oil. This equipment is found in every way to answer all requirements. It is a large installation, larger than most garages, but an outfit that will answer such vast requirements can be depended upon as being perfect for anything any smaller.



PLANS FOR BOWSER EQUIPMENT IN DECAUVILLE GARAGE

"PRICE TOO HIGH"

H. T. PURDY

POSSIBLY it may seem high to you, Mr. Blank, but I am sure when you get the outfit installed you will say the price is the only cheap thing about it. Really it is the old tank that is costing you the money. When it comes to price, Mr. Blank, we can manufacture a tank for any price, as far as that goes. Yes, it is true we used to make a two-barrel tank for $25.00, but it was a $25.00 tank. If we were to duplicate that outfit today, it would still cost you $25.00. The outfits are no higher in price, simply better goods. Our experience in the tank business has been that the trade demands the best outfits we can make. Just the pump alone in this outfit is nearly three times as heavy as the one we formerly built.

An oil tank, Mr. Blank, is something you don't buy every day, and I am sure you will agree with me it pays to have the best that money and skill can put together. The outfit is made just as well as a $200.00 outfit, only smaller size, and after ten years' use, with proper care, it will be working perfectly. And today, Mr. Blank, we are installing these goods with some of the best and largest houses in the world. It has always been the aim of the House to make the best goods possible at a reasonable price. Really, Mr. Blank, you are going to pay out the price of the tank whether you buy it or not. It is only a question whether you will put the money out at once, and have the outfit, or continue to pay something toward it every day and have nothing. It is not an expense at all, but an investment, and a paying one, even if it cost twice that amount it would be a paying investment.

No doubt, Mr. Blank, you have made some good investments in years gone by, but I am sure when you have this outfit installed you will say it is one of the best investments you have ever made since you have been in business.

Let's see, what did you say your initials were, Mr. Blank?

H. T. PURDY.

O. H. WILSON

WAGONER, I. T., Apr. 20, '06.

I MUST tell you about Mayer, Wolf & Co. He has a 50-foot front, 100 feet deep and thirty thousand stock.

I called at 11 A. M. but he was busy; I came back at 1:30 and found him not busy and five clerks were up in front of the door. I introduced myself. He said, "Mr. Wilson, I have corresponded with the House and they wrote me some very nice letters, but it's too much money; I don't want any." I said, "Mr. Mayer, I come fifteen hundred miles to see you, and I would like to show you the new pump." "All right," he said. I explained the steel tank, then I went at the indicator, then the dial, then the computer, then the pump; the durability, simplicity and perfection of mechanism in regard to pump.

When I got through the five clerks were standing around me, and Mayer said: "Boys, Wilson is a salesman from the deepest water. Did you notice his earnestness? Did you notice that persuasive power he used? Now, if you boys will give a farmer a talk like that I will guarantee you to sell every one of them. It's the best talk I ever heard." I thought he was feeding me taffy, and after he complimented me on the sale I thought he would turn me down, but he said, "Wilson, you have converted me, and send me a Bowser tank.

I jotted the order down. The boys all clapped their hands.

O. H. WILSON.

J. B. BATE would not send his photo; said it was not as good looking as the original.

TORONTO, Apr. 27, 1906.

THIS is probably one of the most trying arguments put up against a salesman, and there is but one way, so far as the writer knows, to meet it, and that is to prove to your prospect absolutely that it pays to buy a "Bowser" outfit. It can be accepted as a fact that men today place their money out to gain money, whether it is in mines, lands, houses, stocks, shares, or Bowser Oil Tanks; therefore, you have to "show them."

It can be proved by figures that a Bowser installation or outfit will, in dollars and cents, give a return on capital invested, of three or four times as much as bank rate on same amount—about twice as much as house rents—and under some conditions of location or extra danger, a saving of fifty per cent on cost of such outfit. To get down to these figures it must be remembered that the selling price of oils, and the measurements on which they are sold, vary in different parts of the States and Canada, so it is impossible to fix a series of percentages that will apply all around, so each salesman must work out for himself what he considers best applies to his district. Only here let me say that in my opinion it is prudent and safe to talk what is as near correct as possible; it is safer in case you get a man who does know, and on truthful lines is quite good enough.

Say for instance: Coal oil will easily lose by evaporation and handling, through jigger pumps, or gates, or faucets, using the gallon measure as the medium between barrel or oil company's tank and customer's can—3%, which at 20 cents a gallon equals 60 cents. Say a man loses this each two weeks, or $1.20 a month, a total of over $14 a year. Such a man paying, say $100 for a Bowser Outfit, will have 14% on his outlay at the start. In Canada we can show this somewhat better, as oil sells around 25 cents an Imperial gallon. Illustrate further the saving of clerks' wages, in the decreased time it takes to draw oil, decrease of fire risks, from safety of our system, goods always clean, no smell of oil around, better quality of oil, because the gas, the life-blood of oil, is retained in a "BOWSER," while any other device allows some evaporation—put some money value on the clerks' time, and goods not damaged that otherwise may be—and extra trade that may accrue to the user of Bowser Tanks from the extra quality of oil he puts out, and these points will easily increase the 14% to 20% or 25%. You can always touch on the fact that house property depreciates, and has always some liabilities in taxes and repairs, whereas, when once a Bowser

tank is paid for, that is practically the end of expense, repairs being almost unknown, and depreciation practically next to nothing.

Vary the figures according to the cost of paint oils, varnishes, and lubricating oils, and the saving there is by using a machine that gives an exact gallon, and does not give oil away, and you have a fairly strong array of facts. Study as quickly as you can the disposition of your man, and his particular weakness. Some regard the absolute dollars and cents as most important, others cleanliness, others safety, some few, appearance of their store—so bear down hardest on what is most likely to impress them.

Dividing our trade into classes, we find that we sell outfits to grocers, hardwares, factories and garages. My remarks so far apply best to the retailer of oils. When it becomes a question of selling to factories and garages, a somewhat different line is taken, though economy of oil and labor is still brought prominently to the front, and impressed. Safety in Bowser Outfits for garage work is a strong point, and checking of sales by meter.

The writer feels that in other papers, which he understands are being written, factory and garage work will be handled far better than he can, by men who know more about that part of a Bowser Outfit.

Believe firmly yourself that "BOWSER" is the only way to handle oil, and your talk will carry the mark of sincerity and go far to win your hearer.

If you fail to land, leave pleasantly, and try in a neat, gentlemanly way to show your prospect he has lost something by his refusal to buy.

J. B. BATE.

JOHN M. SITTON

COLUMBIA, S. C., May 7, 1906.

TO the Editor — Boom the "Boomer," it is a good thing. I look forward to receiving it with pleasure. I have used the last number to good advantage in selling our product. When I show some of the merchants down here the reproduction of check paid our firm by the Singer Mfg. Co. for equipment for their Kilbowie Scotland factory, their eyes stick out like a pot leg, and they begin to wonder who this fellow Sitton is representing such a big manufacturing plant as S. F. Bowser & Co. Of course I then have gotten my prospective customer interested and it is up to me to get his signature for a "Bowser" before I leave him.

Nearly every salesman I meet down here has a model of some sort of self-measuring oil tank under his arm to sell some unsuspecting dealer. I have never found any purchaser of these cheap makeshifts pleased. When they know the good points in a Bowser they regret having bought and I have been able to replace these cheap outfits with a Bowser. We have the only reliable up-to-date self-measuring oil tank made today.

I find two of our tanks owned by H. Miller & Sons here in Columbia that they purchased eighteen years ago; they are as good today as they were when first purchased. H. Miller & Sons say they would not think of ever trying to do business without a Bowser tank and that their tanks have over-paid their purchase price every year since they have owned them.

Where can you find any store fixture that pays a dividend of 100% and more per year? A Bowser tank will do it every time and what is more the tank remains as an asset for an unlimited number of years.

I wish the "Boomer" a long life, much happiness and prosperity, world without end.

Yours faithfully, JOHN M. SITTON.

PERSONALS

We are continually noticing articles in the current magazines extolling the wonderful business development of Oklahoma. We feel it incumbent upon us to supplement these articles with the statement that, thanks to "Gerry" Rodman, S. F. Bowser & Co. are right up in the front ranks.

Good "Old Virginia" is yielding up a fine Spring business for us, and among the gleaners, C. H. Hunt, A. Curry and R. E. Freeman are toiling like good fellows.

R. E. Snow has just recently been supplied with his first calling list, the card system having been completed on Missouri. Mr. Snow has succeeded in selling tanks in the old way and if the calling list affects his business as it has that of the rest of the boys—and it will—just remember "he is from Missouri."

Down in Louisiana they say "Cotton is King." Well if that is the case, what position in the Royal Family does a Bowser Oil Tank hold. J. P. Pressgrove is doing a "rattling" good business in Cotton Seed Oil Outfits.

Geo. F. Bowen has lately been laid up with rheumatism. He is now back in the game once more though, and putting forth an extra effort to make up for lost time. Bowen is one of those fellows who is always "in the running."

From all indications this is to be a remarkably busy season among the Automobilists out on the Coast, and just to keep up with the pace W. C. Smith is placing a large number of Gasolene Outfits. They're going like hot cakes.

One might imagine that as F. M. Wilson is a Texan it would be necessary to "steer" him around after the orders. That this is not the case, however, is demonstrated by the regularity with which his orders are received at the office.

On account of his father's ill health, Mr. H. B. McCardel has not been able to devote his entire time to work in his territory. Notwithstanding this, however, "Mc" has succeeded in closing a good bunch of gasolene orders this last month.

Nothing but the best, and lots of it, "goes" down in the Quaker City. Geo. R. Quarles recently sent in

an order from a private automobilist for three L. D. Outfits equipped with gallon meters. With each outfit was also sold a Fire Proof Cabinet.

The splendid record established by F. M. King is being maintained by him. Aside from the fine lot of orders he is securing, he also finds time occasionally to land an additional good salesman into the Bowser ranks.

Mr. E. F. Klotz is off on his journey to the Pacific Coast and we may now expect all his previous records to be broken.

We had a plaesant call from Mr. C. D. Austin, of Kentucky, recently. He came to learn of his standing as regards his quota, and, having gotten his bearings, assures us that Kentucky will be on deck with her share of the million.

After another most successful season in his Southern territory, Charlie Saunders has returned to New York State, where he is welcomed by the Boston force.

A. H. Collins continues his onward march toward the goal for 1906 and we wonder if he hasn't a chip from Teddy's Big Stick, which he is using effectively.

S. L. Jordan continues to have a good business and is bound that Eastern Tennessee will yield its full quota or he'll know the reason why.

Mr. Archie Laverty has recently given up his Michigan territory which he has held for two years and has shifted his seat of operation to Northern Nebraska.

We regret to report the sad news of the death of Mr. Geo. Cornell's little daughter. He has the profound sympathy of all the G. A. B. boys and the office force.

O. B. Fitch in West Central Indiana is keeping the Hoosiers in that section of the state abreast of the times by supplying them with the only up-to-date method of handling their oils.

Geo. L., Edw. B., and Robert L. Koser, of Pennsylvania, are doing a good business. They are all hustlers and bound to get their share of the million.

H. E. Merritt, operating in a portion of Minnesota, although a new man with the line, has proven that persistence and enthusiasm are valuable assets in the tank business.

Geo. R. Hance, in South Dakota, is certainly setting a good pace. Mr. Hance was laid up several weeks at home in Potterville, Mich., but he is going some now. By the way orders are showing up he will more than make up for lost time and have something for vacation period besides.

S. D. Stoddard, of Portland, Ore., reports a nice country to work in and a nice class of people that know a good thing when they see it. S. D. stands for "Sell Daily" and Stoddard is trying to live up to this title.

Edward Stacy, of Iowa, has settled down to a good steady business and we are receiving nice orders from him every few days.

P. H. Somers, in Illinois, is proving that size does not make the salesman. Somers is small but mighty. For a new man he has certainly made a splendid showing.

R. O. Watson can't see why so many people go through life unhappy when they can secure happiness by buying a Bowser tank. R. O. is doing his share to make as many happy as he can.

C. S. Hyde, down in the "Lone Star" state, does not mean to let any one in his territory miss a good thing. He is educating the people daily to see their needs.

J. B. Purdy is demonstrating the fact that Bowser kerosene tanks are seasonable the year round, even in the Sunny South.

DENVER, COLO., April 30, 1906.

MR. H. B. HARPRR, Editor the "Boomer."

Dear Sir:—It is a pleasure to acknowledge receipt of the April number of the "Boomer." It is chuck full of good things, notably the description of "A Bowser Equipment in Scotland" and a facsimile of drafts and order from the Singer Manufacturing Co. When a prospective customer begins to make the objection of "high price" I show him this page of the "Boomer."

With best wishes, G. L. HEUSNER.

April 15, 1906.

S. F. BOWSER & Co.

Gentlemen:—I averaged 84 miles a day last week in my auto after orders, and do not know how I would be able to keep up without it now. Mr. Bowser probably told you how it is done, as he and I were hard after them during his recent trip to this windy city.

Business is keeping up fine and both Hanks and I are getting more P. P. than we ever had before. I got to confine my calls now entirely to people who are "crazy to buy," and a few good ones who "ought to buy."

Hoping you are getting the same results all along the line, I remain Yours truly, K. F. HESSENMUELLER.

In last month's report we mentioned the fact that Messrs. Allen A. Bowser, Thos. Devilbiss and John McLachlan went to Scotland to install the Singer equipment. It is said that on the trip over, Mr. Devilbiss, who was feeling fairly good about the third day out, approached Mr. Bowser and said to him: "By George, the sea certainly gives a fellow a great appetite." "You are wrong," Mr. Bowser replied, with a gentle heave, "It is not a question of give, Tom, it is merely lending."

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.
On the Fifteenth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.
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Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

The proof of the pudding is in the eating. The proof of Bowser superiority is in the using. Perhaps some of your heavy oil customers are skeptical about the practicability of Bowser outfits, some people are. They are "from Missouri" and you have got to "show them." If you had the tank with you, you might set it up, fill it with linseed oil and await results. You would get the order in time, because he never would allow you to take it out; but look at the time you lose. Because of this, it isn't possible for every merchant to prove for himself the efficiency, economy and satisfaction to be gained from every part of the store equipment. Nor is this necessary, excepting where the article is in the experimental stage. Ninety per cent of all merchandise sold is sold on reputation on the proof that some previous buyer offers. And the man who can approach a prospective customer with the backing of 250,000 satisfied customers and twenty years' experience in tank building, ought to have an easy time convincing his costumers that he is not up against a "snide game." That's what a Bowser salesman has behind him. He can say to the unbeliever—"ask any one who has used them." Could we get a letter like this if we did not "deliver the goods."

Borough of Brooklyn, N. Y., June 21, 1905.

MESSRS. S. F. BOWSER & Co., Fort Wayne, Ind.

Gentlemen:—It gives me pleasure to state that I have thirteen of your large, and several of your small self-measuring pumps and tanks, all of which have been in daily use for nearly two years, and have given me complete satisfaction.

They do everything that you claim for them. They are great savers of time, space, labor and material; as there is no waste of oil, cleanliness is assured, and in this respect, as well as others, they have lessened my danger from fire.

You may refer any one to me, as I have nothing but praise for the outfits you installed for me.

OILS HANDLED

Raw Linseed	Wood Alcohol	Neadsfoot
Boiled Linseed	Roof Oil	T. J. Dryer
Turpentine	Floor Oil	Damar Varnish
T. Dryer	Benzine	Best Asphaltum
No. 1 Varnish	Crude Oil	Hard Oil Finish

Yours very truly, S. B. KRAUS.

Use Bowser reputation for all it's worth. Is it reasonable to suppose that these thousands of successful merchants bought with their eyes shut. They are not that kind. They are good, solid business men, spending a dollar if it will return two, but throwing none away. Some of them have reasoned this way—"Here I carry fifteen or twenty different kinds of oil—any kind of oil is inflammable. I'm a pretty good subject for a fire. If I have a fire it's all off with me. It will hurt my business immeasurably. I ought to have a safe method for handling these oils. I ought to have the safest equipment I can get." Then he hustled around, asked his friends, experimented and then bought a Bowser. Did he get safety? Here is what he says:

NEW YORK, Sept. 11, 1905.

S. F. BOWSER & Co., Fort Wayne, Ind.

Gentlemen:—We thank you heartily for your proffer of assistance in connection with the fire we have just suffered. We doubt if we shall require your services, as apparently the only articles in our store that were not practically destroyed are your pumps and tanks.

It is a source of perfect wonder to us and to every one else that our outfits stood the severe test of this fire. We realize fully that if we had not had them, our building as well as our stock would have been destroyed.

Strange to say, your benzine and crude oil outfits were subjected to the severest test, as the fire was hottest about them; they are badly blistered but otherwise seem to be all right.

We doubt if it often happens that your outfits are subjected to a severe fire test within a week after they are installed, as it happened in this case.

Just as soon as we get located, we may ask you to assist in reinstalling your outfits, and in this connection will state that we shall need several more, regarding which you will shortly hear from us. Very truly yours,

BAUMOEHL & EMERMAN.

In the paint oil season, when the rush is on, time is money to every paint oil dealer. Show him where he can wait on three customers in less time than it takes to wait on one now, and he is interested. Show him where one clerk can do the work of three and do it better and he is as good as sold. In other words—you have a regular "hip hold." Right now, he is rushed and he knows just how very great the inconvenience of his present method is. You are selling him the most convenient arrangement possible to make for handling his oils. You have for him an outfit that will reduce the number of clerks, that will permit him to wait on customers in less time and that will please his customer just as much as it will please him, because they will not have to get dirty every time they buy a gallon of oil.

The saving a Bowser will afford in time and labor exclusive of the saving in oil will in itself offer a larger percentage of the return on the investment than could possibly be gotten by putting the same money in the bank. F. W. Geiler has written us a letter to that effect, which you can use right here.

NEW YORK, April 10, 1905.

S. F. BOWSER & Co., Fort Wayne, Ind.

Gentlemen:—Your inquiry 8th inst. received.

Although I expected a great deal, the 15 pumps and tanks you recently installed for me more than equal my expectations.

The arrangement has doubled my tankage capacity and at the same time saved me considerable space over that formerly occupied.

Aside from the absolute accuracy in measuring, which I now realize means a saving of one to four ounces of oil to every gallon drawn, there is not a waste of any oil in any way.

The economy in labor is immense. One man can easily do the work of five, and with less manual effort.

I appreciate the important fact that your tankage and drawing arrangements have minimized my danger from fire, with its relative effect on my insurance rates.

My oil room is now clean and orderly; my men like the outfits and like to work them, whereas formerly their distaste was expressed in waste of both oil and time.

I am satisfied that the cost of my entire outfit will be saved to me every year. I would not dispose of them at any price if I could not replace them.

Yours truly, F. W. GEILER.

Then summing it all up, in selling the paint oil trade you are selling an outfit in which you have every right to have supreme confidence. Your customer will buy not an experiment, but an outfit on which the experimenting was all done years ago. Instead of being one of the pioneer purchasers there will be many thousands ahead of him, and every one is a satisfied user.

BOOMERANGS

ALLENTOWN, PA., April 23, 1906.

MESSRS. S. F. BOWSER & CO.

Dear Sirs:—I am in receipt of the April number of the Bowser Business Boomer and have read its pages with much interest.

It does me good to read of the success of the boys, especially those I have met. But there is one more thing I would like to see and if you will allow me, I will make a suggestion which, if adopted, I feel sure would be of great benefit to the boys and to the company, if entered into with the right spirit. I would like to see a page or two devoted to "Personal Experiences" of the boys. If you have ever attended an old fashioned Methodist Class Meeting you will appreciate what I am getting at. Where each member in a few well directed words, tells what the "Lord" has done for him and what he has done for the "Lord" since last they met, and how each goes from the meeting filled with the spirit to go forth with renewed determination to work for the Master in the winning of men for the Kingdom of "Christ." I speak as one with experience and I am sure that if a page or two were given over to the boys and they would enter into it with the same spirit displayed by the editor in his encouraging personals—just telling in a half dozen lines what they have that day done for the cause, they will read each others experiences in the next issue of the "Boomer" and be so enthused that they will go out and make that $1,000,000 look silly.

Pardon me for intruding personal views, but I count myself a member of the G. A. B. and I can't help taking an interest in the welfare of the organization. In the next issue of the Boomer please extend my hearty greetings to the boys. Tell them I read in the pages of the Boomer of their individual successes with great pleasure and I would also be pleased to read over their own names of their personal experiences. Kindly remember me to all.

Wishing every member of the company and everyone connected therewith the fullest measure of success, health and happiness, I beg to remain

Truly yours, WM. J. MORTON.

624 Chew Street.

ED. NOTE—Mr. Morton will be remembered as the good looking gentleman from Allentown, Pa., whom we met at the annual meeting a year ago.

MEXICO CITY, April 7, 1906.

MR. H. B. HARPER, Editor.

Dear Sir:—Wish to acknowledge receipt of the Boomer, and it was simply fine, especially my picture. My wife did not like it very much at first, but she slept with the Boomer under her head that night, for she was afraid some one in the city would see it. Ha! ha!

Have just sent $1,179.00 orders taken in one day, so you see real estate is going up.

I also wish the Boomer would please tell Mr. Bate, of Toronto, to please let up on Mr. Jones. He gave Mr. Jones a hard deal at the meeting and now he has commenced on him in the Boomer. If he cannot sell anyone but Jones to please let up.

With kindest regards to your wife and self from wife and myself, I am your ami yos friends,

J. L. HOLMES.

NEW BERN, N. C., April 21, 1906.

THE BOWSER BUSINESS BOOMER, Fort Wayne, Ind.

Gentlemen:—The "Boomer" received last night and I dived into the contents, "devoured" it with relish.

I find the Boomer a great help in many ways.

The history of the equipment of the Singer Co. plants will be a good "lever" to pull on.

"How Gasolene is Obtained" is very instructive. Would like to see articles on other grades of oil, as my knowledge in that line is very limited, and I have questions asked me every day that I cannot answer intelligently, and have to answer in offhanded manner.

I find Mr. King's suggestion as to printed matter has good effect on some of the trade and I am using it to advantage.

I would like to ask the editorial staff to work a little overtime and add 25 pages more to the paper.

Eastern N. C. Yours truly, C. H. KELLY,

ED. NOTE—That's what we want—suggestions for the improvement of the Boomer. Send them in.

WOODSVILLE, N. H., April 23, 1906.

THE BOOMER, CARE S. F. BOWSER & CO., Fort Wayne, Ind.

Dear Sir:—What penalty do you put on a man that after he takes an order from a P. P. customer asks him for a check to send in with same. After the last general letter from "Pop" Polhamus, I thought he needed the money, so straight way I gave the amount of interest he would get for 365 days on bill allowing usual 2% and an extra 3% for cash. If I am wrong, I will stand for censure; if I am right—hip, hip, for the money to use to buy the stock to make the tanks.

If I have good luck, I will make good and beat the month of March, as I promised. I got left on one big order I banked on, but am working overtime and Sundays to make good.

The "Boomer" I am looking for every month as an inspirer for good things. Long life to the sheet. I wish I could write something that looked good to print, but I can not, as the only thing that looks good to me is an order, and it is not my fault that you do not get ten per day, as my intentions are good; but never mind, I am trying to get one that will put the Singer Sewing Machine Co.—$17,209—in the shade. I want to say it's up to the general manager now and I will drive another spike in it this week. Yours for the present, P. F. CASHMAN.

"TWIN TROUBLES"

NEW YORK CITY, April 26, 1906.

MR. H. B. HARPER, Editor.

Dear Sir:—I will tell you of some of the troubles of being a twin. This week Mr. Meegan received a letter from one of my customers to call at 10 A. M. and see him about an outfit. Mr. Meegan wrote me at once about it, and by some mistake, sent my brother, J. S., the original letter from the customer. I called as per request and sold the man one 2-barrel 12-gauge with meter, 1 fire-proof cabinet, one cut 72 and a siphon, took my grip and beat it for the next store.

About 12 M. the same day, J. S. calls at same place and waits about two hours to see the man I had sold. My customer says to J. S.: "Well, what can I do for you?" possibly thinking that I had come back to see if I couldn't send the goods C. O. D. or something of that sort. J. S. says: "Why, I am the Bowser representative, come in answer to your letter," showing him the letter at the same time. The man looked rather blank and then asked: "Have you a brother?" J. S. then knew I got there first and it was "all off."

Success to the "Boomer." W. H. LADD.

THE BOSTON BRANCH

Referring to the photographs of the Boston offices shown in this issue of the Boomer, a brief description of them may be of interest to those who have not had the pleasure of visiting the offices.

The offices are located on the fourth floor at No. 255 Atlantic Ave. and are the fourth quarters to be occupied by S. F. Bowser & Co., (Inc.) since they have been established in Boston, and, as might be expected, they are the largest, the increase having been a steady one as business demanded larger facilities for handling orders, stock, etc. They are approximately 30 feet by 45 feet. The office is sub-divided into two smaller private offices, one being occupied by Mr. E. M. Savercool, Assistant General Manager; the other by Mr. D. A. Corey, the Eastern Manager. There is also a dictating room. The partitions between these smaller offices are mostly of glass, admitting an abundance of light and enabling one to command an unobstructed view of the entire office.

OFFICE AT BOSTON

The outer, or main office, is occupied by a clerical force of sixteen, and presents an animated sight. In this office there are five full sized roll-top desks, seven typewriter desks, four clerks' desks, and one large advertising table. There are also two large safes for the card index, records, etc., one large verticle file and two map cabinets. Notwithstanding the care and foresight taken in designing these offices, they are today hardly adequate for handling the amount of business that is daily transacted at this point; in fact, they are a very much crowded apartment, there being at the present time nineteen persons in the office.

Situated on Atlantic Avenue, as before stated, the windows command an unobstructed view of Boston Harbor, and on a clear day it is possible, without the aid of glasses, to see Boston light ten miles distant. Shipping, both foreign and coastwise, entering and leaving Boston Harbor, is plainly to be seen and presents a most interesting and inspiring sight.

Located in the rear of the office is a show and demonstrating room 12 feet by 30 feet, where the different styles of outfits may be seen set up and in working order. At the left of this showroom is a large stationery and advertising stock room from which hundreds of pieces of advertising matter are sent out daily.

The shop and stock-room on the fourth floor has an area of about 8000 square feet. It is equipped with planers, circular saws and the necessary machinery for the manufacture of wood-cased tanks. This shop is under the personal supervision of Mr. J. L. Rhoads, who has four assistants. On the second floor

FACTORY AT BOSTON

of this building is a stock-room of approximately 4000 square feet and a drafting room 17 feet by 15 feet, this department recently being necessitated by the increased factory and railroad business now being handled by the Boston office.

Store rooms on the two floors are reached by a large freight elevator capable of handling as large as 10-barrel tanks. However, larger kerosene tanks have been lowered from the fourth floor by roping the same to bottom of elevator.

DISPLAY ROOM AT BOSTON

The territory under the jurisdiction of the Boston office comprises Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York and New Jersey, and in comparison is about one-half the area of the State of Texas. S. F. Bowser & Co., (Inc.) are represented in this territory by twenty-four salesmen traveling from the Boston office.

BOWSER'S BOSTON BOYS

Mr. C. A. Gridley surprised the management of the Boston office by sending in the first order received at Boston for a Power Pump.

Mr. E. J. Connolly can certainly sell Bowser Tanks, as he went to Lowell, the home of the Eastern Tank, a week ago and received three orders for kerosene outfits within two days. Mr. Connolly is doing an excellent business in Essex County.

Mr. H. W. M. Storer, who is working in Western Massachusetts, sent in a nice order for a 10-barrel Cut No. 41 outfit with Meter, trading out a National self-measuring outfit, which was recently sold in his territory.

Mr. P. H. Bowman has been recently transferred from the Eastern part of Connecticut to Vermont, and has sent in a number of good sized orders from his new territory. The stimulating Green Mountain air seems to agree with Percy, and he certainly knows how to sell Bowser Tanks in Vermont.

We are pleased to hear from our old Maine friend, N. A. Ring, as recent mails have brought several good sized orders from him. It looks as though Mr. Ring had obtained a mastery of his physical self and was once more in his old time form.

We have been pleased to receive during the past month a number of large orders from Mr. S. J. Hunter, who is traveling Central New York State. Mr. Hunter's work is especially commendatory as he had but a brief apprenticeship at the Boston offices before beginning work on his territory.

Mr. Walter Gledhill is lining up a nice lot of factory business in the state of Connecticut.

Mr. Wm. Bryld recently entered our employ, traveling in the Central part of New York State. He was formerly in the employ of the Dodge Computing Scale Co., of Yonkers, N. Y., and those people who have been favored with meeting him are convinced beyond the shadow of a doubt that he has the ability to sell B wser Tanks. We are expecting daily to receive a shower of orders from that section of the country.

The clerical force of the Boston office were recently in receipt of a large box of fresh boiled lobsters, and on the same morning there was received from Portsmouth, N. H., a large order bearing the familiar signature of P. F. Cashman, and there was no question in the minds of the employees of the Boston office but that the lobsters came from the same source. Needless to add the crustaceans were greatly appreciated and their rapid disappearance was not surprising.

During the past month the Boston office has been favored with a visit from the General Manager, Mr. A. Z. Polhamus, and the Superintendent of Construction Department, Mr. Fred Knoche.

Mr. Chas. Saunders and Mr. H. C. Carpenter, Jr., who have been working in the South, are now traveling from the Boston office. Mr. Saunders is in the Northern part of New York State and Mr. Carpenter is handling the heavy oil and drug trade in Boston. Mr. Carpenter has had unprecedented success with this trade already, receiving several large orders, one of them from the Eastern Drug Co. for 23 large sized Drug Tanks.

"A WORD OF EXPLANATION" is necessary at the start-off. Be it known throughout the land that I am not a tank salesman nor the son of a tank salesman, yet I wouldn't miss a chance to sell "A BOWSER" if I had the opportunity.

Recently a friend of mine purchased a large automobile and most naturally I was on his trail as soon as the news reached me. When it came to the subject of buying a gasolene tank I found he was not as approachable as I had formerly thought him to be. However, I informed him that I had "PROOF POSITIVE" ABOUT" and that I had "SOME FACTS" in my possession to prove that "SAFETY, ECONOMY AND SATISFACTION" were the "THREE PRIME ESSENTIALS" in the handling of gasolene. His answer was the usual one—"WILL IT PAY?" His reply from me was "HOW DO YOU HANDLE YOUR GASOLENE" at the present time? "DO YOU KNOW," said he, I have always considered a barrel good enough for my use, but your "TERSE TANK TALK" has put a "NEW THOUGHT in my head that perhaps I have been mistaken and that "THE NEW WAY"—the Bowser way—may be the better after all.

It was evident to me at this time that he was favorably impressed and I proceeded to tell him "WHAT OTHERS SAY ABOUT" our outfits, advised him that "THERE'S A WORLD OF MEANING" in the word "BOWSER" when talking on the subject of tanks. "IT WILL PAY YOU," I said, to "JUST REMEMBER THAT" our method is today the only way, not only "FROM THE STANDPOINT OF ECONOMY" and "ACCURATE OIL MEASURE" but the combined standpoint of "ECONOMY, CONVENIENCE AND DURABILITY."

He said that our No. 41 was evidently "A BUSY PUMP FOR BUSY MEN" and that he really ought to have one in his garage. My statements are all "FACTS," said I, and I am giving you "PRACTICAL POINTERS" that will benefit you if you give due consideration to "A TIMELY TOPIC" that vitally concerns your comfort and safety. He said that it would seem to be "A FAIR EXCHANGE" if I were to ship him an outfit at once and he was to send us his cheque—to which statement I heartily agreed.

"THEY SAY" there is "SATISFACTION" in closing a deal for a good outfit with any "MR. AUTOIST," the truth of which statement I have since realized, and when "THE SAVING BEGINS" and the "QUALITY OF OIL" is retained, as my friend will shortly find to be the case since he put in his Bowser outfit, he will appreciate "THE SAFETY OF A BOWSER" and allow us to inscribe his name on our "ROLL OF HONOR."

Boston, Mass., April 28, 1906 "Pop."

This is a story that is printed for the first time and has been held back until now out of consideration for the hero of the tale:

When J. B. Bate was in Fort Wayne at the Convention, he stopped at the Aveline. Now the proprietor of the Aveline has a great deal of admiration for an Englishman, and showed him attentions which he was not disposed to give to the other Bowser men. One of these attentions took the form of having a music box in the bath room, and when Mr. Bate, on Saturday night, went to take a bath, the music box was started. About an hour later, Mr. Bate was seen walking through the corridor and Mr. Stevens asked him what he thought of the bath room. Bate replied: "Beautiful, beautiful." "Well," said Stevens, "How do you like my music box?" "Bah! that music box; the thing played 'God save the King' and I had to stand up the whole time I was trying to bathe."

TORONTO SECTION OF THE "BOOMER"

Well, the Toronto Automobile Show is all over and all of us are pretty tired, but it certainly was a success in every way and the results are all that could be asked for, considering the fact that it was the first Canadian show and the additional fact that the use of automobiles in Canada is much more limited than in the States.

There were lots of exhibits, both of cars and accessories. Of course the automobile manufacturers and dealers made a greater spread than Bowser & Co., but there was not an accessory exhibit that could show Bowser & Co. anything in the way of attractive display, space, etc. Our exhibit included all the principle and the outfits themselves talked more than all the men combined. They seemed to "speak right out in meeting," and then add to this the fact that we had extra fine salesmen and you may know why we did such a good business.

The show was held in two adjacent rinks on Church Street, the Granite Rink and the Curling Rink. In the Curling Rink were the complete machines, and in the Granite Rink the accessories. Our exhibit had one of the best locations in the Granite Rink, so situated that you could not get into the Curling Rink to see the automobiles without passing our booth. It is said that the interest created by Messrs. Bate and Hanks on this prominent corner was something wonderful.

The total amount of the sales compared very favorably with the sales made at the different shows in the States, and in addition to this will undoubtedly prove a most excellent advertisement and result in considerable business which otherwise would not be obtained.

F. L. Hanks, the well known and illustrious salesman from Chicago, and Mr. J. B. Bate, than whom there is no better, rendered very valuable services in connection with the show and turned in a large number of orders. We very much regretted that Mr. Napoleon Rosconi was out of the city when sent for and we were, therefore, deprived of his services. Mr. J. E. Hale came out of the woods long enough to favor us with a visit but could not stay for any extended period, because he had to get back to close up some more business—this he did in short order maybe it was the good influence of the show, perhaps it was not, but any way Mr. Hale has sent in some very nice orders since then and we like to give the show the credit.

It was rather singular that the decorations at the Automobile Show were red, white and blue; a very encouraging thing for the boys from the States.

Yours very truly, W. R. HANCE.

MR. HANCE FROM TORONTO WRITES AS FOLLOWS:

"We had the pleasure of receiving the following piece of news this morning, and it seems to us the most valuable that we have received in some time. It reads as follows, and comes in the shape of a telegram:

" 'Everything arranged for new building. Will be up next week. S. F. BOWSER.' "

The above means that the conditions at Toronto are going to be very much improved, and that Mr. Hance is no longer going to be handicapped with the crowded conditions that have prevailed. Mr. Bowser in now in Toronto completing negotiations for the purchase of the land and the erection of an office and factory building, which will do justice to the splendidly increasing business that is coming through the Canadian branch.

Since the first of the year there has been a very large number of good orders received from the Toronto office, and Mr. Hance is to be congratulated on having such hard workers as J. B. Bate, Napoleon Rosconi, Tom Cragg and J. E. Hale. Judging from the business, they must be a hard combination to beat.

VERMILLION, ALTA., April 5, 1906.

MR. W. R. HANCE, Toronto, Ont.

Dear Sir:—Please find enclosed some daily reports and orders Nos. 721, 722, 724, 725, 726, which you will kindly attend to. Mr. Hance, the writer is having a pretty tough time this week. This is a new branch of the C. P. R. from Edmonton to Battleford that was finished last Fall. The accommodation is very limited. Two nights last week I had to pay 50 cents for the privilege of sitting up in a chair all night in order to get out of the nights' chilly winds, as bed room was out of the question. However, I will soon reach a better part of the road where they will have some hotel accommodations.

It will be something over a week yet before I reach Prince Albert, so if you have anything in the way of daily reports to send me, send them to me at Prince Albert, Sask.

Hoping our good business keeps up, I am,

Yours very truly, THOS. CRAGG.

AN UP-TO-DATE GARAGE EQUIPMENT

Salesmen are often asked what might be considered an up-to-date equipment for either the private or public garage. Circumstances, of course, have a great deal to do with this, but the above picture of Mr. Bowser's own equipment covers what he considers the proper installation.

Messrs. S. F. and A. A. Bowser each have a White steamer, 1906 model. In the garage they have two Long Distance, Cut 41 Pumps, with a five-barrel No. 12 gauge tanks for gasolene and a two-barrel No. 12 gauge tank for kerosene, buried under ground away from the building. For lubricating oil there is a Cut 54 two-compartment glass front cabinet, each compartment having a capacity of one barrel. This equipment takes care of their requirements.

During the month of March sixty tons of galvanized steel were used in the production of Bowser tanks at Fort Wayne.

How They Looked On Saturday Night—at the Close of the $37,578 Week

W. D. Inslee, the man who is responsible for all of your trials, troubles, tribulations and joys in connection with the Card Index System, surely runs across some curious names as he digs and delves through the records.

Mr. Inslee has just handed us the following, which he attests is but a specimen of what he might hand in almost any time. He is carding one of the Southern States:

Sing Willie.

Willie Danz.

U. R. Gassing.

Sea & Noe.

Ida Chue.

Black & Brown.

I. T. Breedlove.

Berry & Onion.

COPY OF LETTER JUST RECEIVED

DENVER, COLO., April 28, 1906.

S. F. BOWSER & Co., Fort Wayne, Ind.

Gentlemen:—We have recently installed four of your Bowser Tanks in our retail department; one five-barrel tank for linseed oil, one two-barrel tank for turpentine, one one-barrel tank for wood alcohol and one two-barrel tank for benzine, which we have had buried three feet under ground in the alley.

We have been using these tanks for a short time only, but already have found them a great benefit. The principle points in their favor being: The cleanliness with which we can transact this part of our business, the saving of time and the doing away almost entirely of funnels and measures, besides the satisfaction of knowing that our customers get accurate measure. We are satisfied that we will save the price of these tanks in at least a year's time, and cheerfully recommend them to any concern as both practical and economical in every way.

(Signed) Yours truly, THE HUMPHREY JONES PAINT CO.,
H. H. Mann, Mgr.

DEAR BILL:—You certainly have been "diggin' to beat the band" this month and I want to congratulate you on the fine orders you have sent in. I wish you would tell me what particular line of conversation you used that enabled you to turn the trick—I would like to pass it on to the boys working the factory trade—they need it. We still have a hard hill to climb this and next month to reach our quota, and I want you to dig hard and deep. Remember that we also have three conventions to attend before July 1st, and we must keep busy in order to get in the orders to meet our quota for the first six months. I will join you at the convention in St. Louis on the morning of May 8th.—Have the red paint ready.

Yours, DUNK.

"ALWAYS SHOW HIS WIFE FIRST"

My "Dago" man will buy the tank,
His pencil's ready to sign;
A gentle voice, so firm, so frank,
Comes in from there behind,
"Now, Tony, don't you buy that tank,
We need the money in the bank."

Oh, woman, thou art but a flower,
So beauteous, bright and frail;
But when in this, my closing hour
You break in on a sale,
If you could but take wings and soar
And not be listening 'round the store.

This happened to me twice in a week at Dallas, Texas, and should be given to the boys of the Bowser grip so that they may profit by my example. Don't forget the ladies.

C. S. HYDE.

We are indebted to the National Cash Register for the following, which one of their salesmen uses most effectively as a closing argument when a merchant, in need of a cash register, is on the fence. He says he makes a written comparison on a black board or a piece of paper, as follows:

OUR SYSTEM

Creates carefulness,
Carefulness creates efficiency,
Efficiency makes satisfied customers,
Satisfied customers mean profit.

YOUR SYSTEM

Creates carelessness,
Carelessness creates inefficiency,
Inefficiency makes dissatisfied customers,
Dissatisfied customers mean loss.

The above applies so very well to the installation of oil tanks, that we believe we are justified in taking it bodily.

HIS OLD WEAKNESS

"Ah," said Mrs. Oldcastle, "I had your husband hors du combat last night."

"Did you?" replied Mrs. Packenham. "He told me that he was goin' to the automobile show, but Josiah always did have a soft spot for horses. You know he got his start in life runnin' a dray."—CHICAGO RECORD-HERALD.

The Lady Interviewer—"And you brought that lovely parrot from the ill-fated ship? What a beauty; does it talk at all?"

The Sailor Man (embarrassed)—"H'h, Er—yes, quite a bit, mum, but not for publercation."—EXCHANGE.

Happiness is a habit—contract it.

"Now" turned around spells victory.

Aspiration plus prespiration equals success.

Have a good time—but don't make it your business.

He who burns his money never enlightens the world.

Many light-weight men are built on a large scale.

A chronic critic soon develops into a constant knocker.

The only sure things are those that have already happened.

Many a man's reputation would not know his character if they met on the street.

Ten words make one epigram, ten epigrams make one wit, ten wits make one tired.

The facts we get out of work have glue on them, but the facts we get out of books are greased.

Talk for five minutes about a trifling annoyance and it will assume the proportions of a catastrophe.

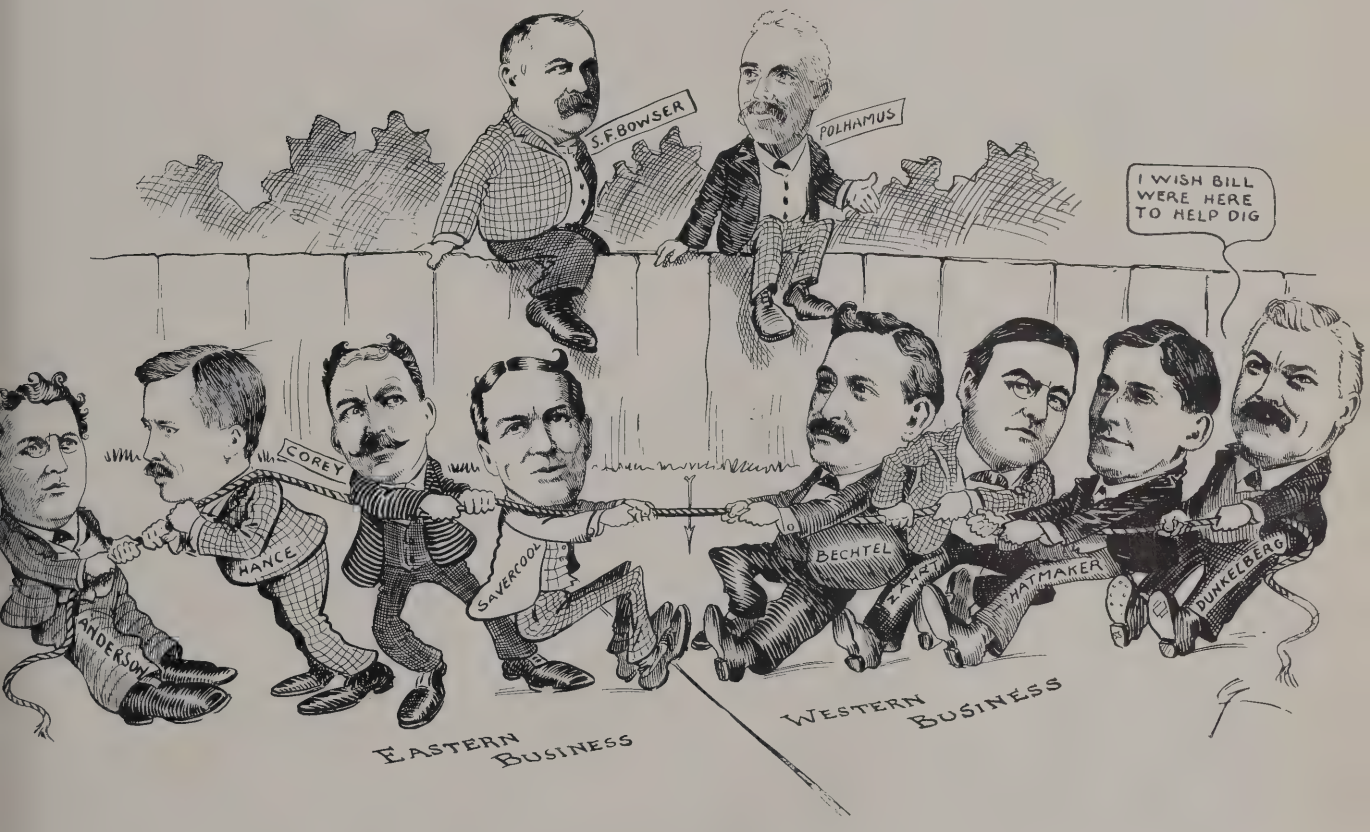
The less you require looking after, the more able you are to stand alone and complete your tasks—the greater your reward.

What have you done? Those resolutions of three, five or ten years ago. Where are they? You can't live your life again. Time is fleeting by. Nearly time to get about and do things if you intend to throw a stake for wealth, independence or happiness.

Finish every day and be done with it. You have done what you could; some blunders and absurdities crept in; forget them as soon as you can. Tomorrow is a new day: you shall begin it well and serenely and with too high a spirit to be encumbered with your old nonsense.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 JUNE 1, 1906 NO. 6



As shown in our last issue, the game of See-Saw ended disastrously for the Western division, so that a tug of war was proposed, the avordupois balance being in favor of the Western division. It is safe to predict that this exercise is too strenuous for Bechtel and that the see-saw will again be resorted to as a means for getting Savercool up in the air.

A BI-MONTHLY BOOMER

To comply with the insistent demand of our salesmen will issue the Boomer twice a month instead of once. The regular dates of publication will be the 1st and 15th of each month.

To My Boys

Gentlemen.,

We are buying lots of new Machinery Building a large new Addition to our office and raising the old part up Making it all full two Storys.

And at Toronto Canada We are putting up a Comodious Factory to take care of our trade there, All of this costs us a pile of Money. Therefore You See we need the Million dollars worth of Business.

Infact we must have it. Now just go after it and bring it in And I will promise You the best Spread next January we Ever had! Yours for good health and more Business S. F. Bowser

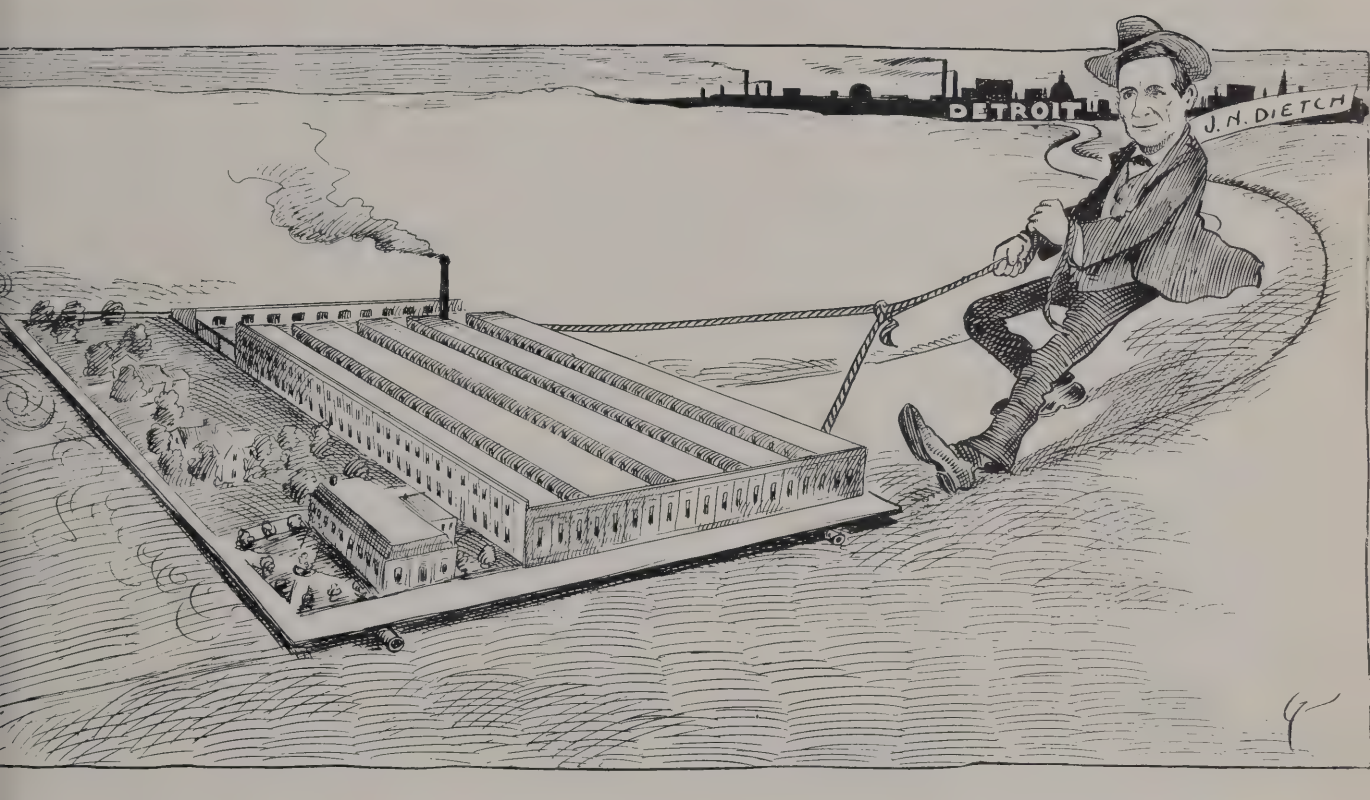
BOOM! BOOM! BOOM!

THE BIGGEST FIVE MONTHS IN OUR HISTORY

Total orders 1906 to date	$415,261.17
Total orders 1905, same period	237,200.47
Gain	70½%

Keep up that gait and we make our quota. Do we do it? You say.

The above covers orders received, not shipments made—the million mark cover shipments only.



Are You Going to Let Him Have It?

J. N. Dietch has the habit—he is ahead of his quota—has sent in so many orders that the suspicion is gaining ground that he wants the whole factory. J. N. is one of the hardest workers of the G. A. B., and deserves all he gets.

June Must Be the Banner Month

Five months of the year are gone and we are behind on our quota. Not very far behind, but far enough to lose out in the end unless it's made up in the next few weeks.

To do a million in a year means a half-million in six months and there's just this month left of the half year. The shortage can be made up easily if every man in both divisions lives up to our expectations.

Every man has his quota; you know what your figure is. Have you come up to it? If you have not, then you will in part be responsible if we do not come up to the seven figure total.

This month must be the Banner month, and it's up to you to make it.

It must be the biggest month in our history. You know what that means. It spells hard work, harder work even than you have been doing, and some of you have been plugging along good and hard. We must not disappoint the "old man," he expects a million and we believe he has has a right to. You can leave it to him to make good the promise in his letter on page 2. If you do not fail him you can bank on having the finest time time next January that you ever dreamt of.

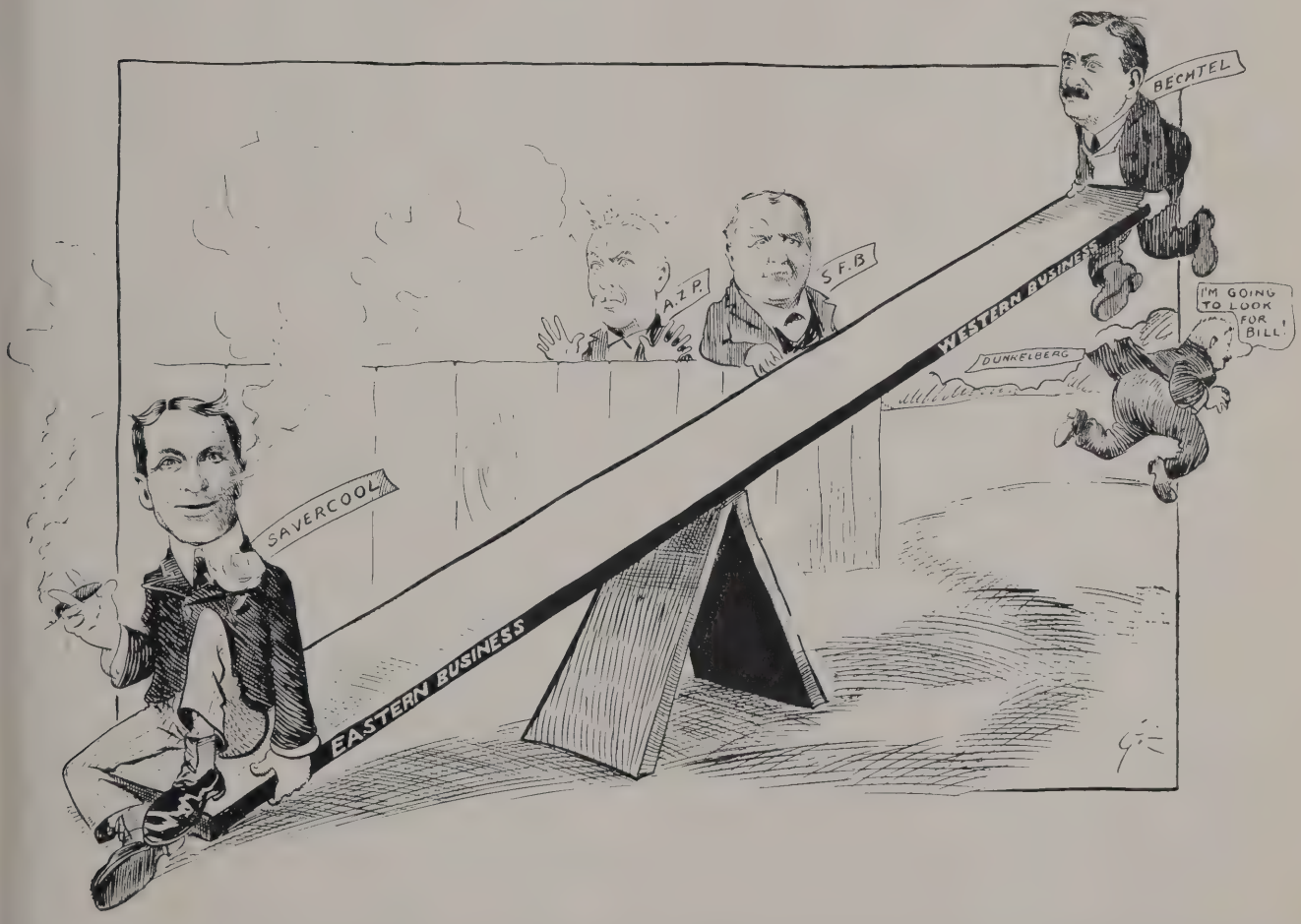
But what we want to caution you against is about waiting too long. We know you are good finishers, but it is a whole lot better to make sure of your quota early. Your territory may be visited by an earthquake later on.

Get Busy, Make Your Quota Every Day

The BOWSER BUSINESS BOOMER

S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 | JUNE 15, 1906 | NO. 7



As predicted, the tug of war was abandoned for the see-saw, with the above result. We have been criticized for putting the loser higher up than the winner. But it's the man on the ground who gets the business.

SUMMARY OF SHIPMENTS TO DATE

EASTERN DIVISION		WESTERN DIVISION	
First Quarter 1906	$95,451.64	First Quarter 1906	$98,588.50
April	46,817.35	April	41,979.42
May	48,890.53	May	47,545.70
Total	$191,159.52	Total	$188,113.62

A LARGE EQUIPMENT FOR PAINT OILS

In previous issues we have briefly described the largest garage and factory equipments thus far installed by S. F. Bowser & Co. This article dwells on the largest paint store equipment of oil tanks ever installed.

Messrs. H. Behlen & Bros., 37 Pearl St., New York City, had, in common with every other dealer in oil who handles it in the same way, to put up with more dirt, danger and losses than good business sense pronounced wise. Mr. Meegan showed them how to get rid of every disagreeable feature of handling oil and in December of last year sold the equipment herein described.

The equipment consists of:

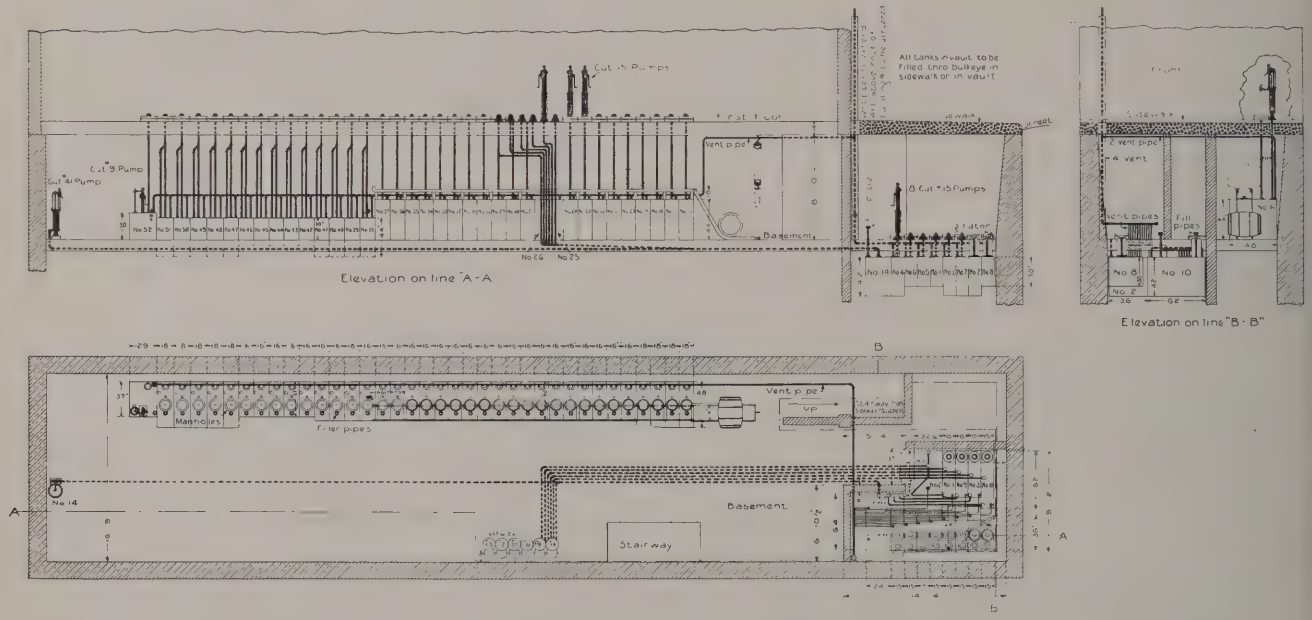
9 One-Barrel Outfits.
31 Two-Barrel Outfits.
12 Three-Barrel Outfits.
1 Five-Barrel Outfit.

A total of 53 outfits with a capacity for 53 kinds of oil. The names of the oils will be found under the illustration of plan of the equipment. (One additional outfit was ordered later on—making the 53).

All of the volatile oils are stored in tanks buried under the vault, which in turn is under the sidewalk. These are Type B tanks; seven of them have Cut 15 pumps directly above them, six have Cut 41 Long Distance pumps located in the main salesroom and one is complete with two pumps—a Cut 15 pump in the vault and a Cut 41 pump in the basement. Then in the basement will be found 38, one, two and three barrel Type B tanks, with Cut 15 pumps in the salesroom, above on the opposite side of the room from the Cut 41 pumps and one Cut 9 tank and pump.

The tanks in the vault can be filled either from the sidewalk or from barrels in the vault. Each tank is provided with a separate vent pipe which extends to and is connected with a large vent pipe that runs to the top of the building. Fifteen of the tanks are provided with Bowser Patent Agitators to keep the liquids well mixed and to prevent settling. Over the tanks in the basement is a barrel track. The barrels are raised on this track with the aid of the barrel hoist, also furnished by us. The barrel is then rolled over its respective tank and emptied by gravity through a bung faucet. Where desired, any of these tanks can be filled from the floor above.

The Cut 41 pump in the basement is so arranged that the contents of tank No. 14 can be drawn at the pump or forced into any one of four shellac cuttars in the cellar.



OILS USED WITH THE ABOVE EQUIPMENT

(Tanks in Vault)

No. 1	Tank for	Rubber Cement	capacity	65	Gals.
No. 2	" "	Amalacatate	"	120	"
No. 3	" "	Metalacitone	"	120	"
No. 4	" "	Acitone	"	170	"
No. 5	" "	Banana Liquid	"	65	"
No. 6	" "	O. K. Lacquer	"	65	"
No. 7	" "	Fusel Oil	"	120	"
No. 8	" "	Var. Remover	"	65	"
No. 9	" "	Crude Oil	"	120	"
No. 10	" "	Benzine	"	170	"
No. 11	" "	Columbian Spr	"	120	"
No. 12	" "	Naphtha	"	120	"
No. 13	" "	Wood Alcohol 97	"	120	"
No. 14	" "	Wood Alcohol 95	"	280	"
No. 15	" "	Lard Oil, No. 9 outfit	"	120	"

(Tanks in Basement)

No. 16	Tank for	Ammonia	capacity	170	Gals.
No. 17	" "	Raw Linseed	"	170	"
No. 18	" "	Boiled Linseed	"	170	"
No. 19	" "	Turpentine	"	170	"
No. 20	" "	Eureka Pol. Oil	"	120	"
No. 21	" "	Excelsior Oil	"	120	"
No. 22	" "	Peapal No. 2	"	120	"
No. 23	" "	Black Varnish	"	120	"
No. 24	" "	Rubbing Varnish	"	120	"
No. 25	" "	Spec. Pic. Varnish	"	120	"
No. 26	" "	Rosewood Col. Varnish	"	120	"
No. 27	" "	Furniture Varnish	"	120	"
No. 28	" "	Light Pic. Varnish	"	120	"
No. 29	" "	Quick Finish Varnish	"	120	"
No. 30	" "	Black Asphalt	"	120	"

No. 31	Tank for	Turp. Asphalt	capacity	120	Gals.	No. 42	Tank for	Brown French Varnish	capacity	65	Gals.
No. 32	" "	H. O. Finish	"	120	"	No. 43	" "	Col. Sp. Orange Shellac	"	65	"
No. 33	" "	Liquid Japan	"	120	"	No. 44	" "	Col. Sp. Shellac (white)	"	65	"
No. 34	" "	Brown Japan	"	120	"	No. 45	" "	Gr. Al. Orange Shellac	"	65	"
No. 35	" "	Ex. L. O. H. Finish	"	120	"	No. 46	" "	White Shellac	"	65	"
No. 36	" "	Paraffine	"	120	"	No. 47	" "	W. Al. Orange Shellac No. 1	"	170	"
No. 37	" "	Machine Oil	"	120	"	No. 48	" "	W. Al. Shellac No. 2	"	170	"
No. 38	" "	Gr. Al. Sandrarack	"	120	"	No. 49	" "	W. Al. Shellac No. 1 white	"	170	"
No. 39	" "	Gr. Al. Sandrarack	"	120	"	No. 50	" "	W. Al. Shellac No. 2 white	"	170	"
No. 40	" "	Gr. Al. Sp. Copal	"	120	"	No. 51	" "	Gr. Al. Ft. Varnish	"	170	"
No. 41	" "	Gr. Al. French Varnish	"	120	"	No. 52	" "	Grain Alcohol	"	120	"

A FEW ITEMS FROM TORONTO

We have discovered a new market for drug tanks, having recently received an order from a firm of lobster packers, Halifax, N. S., for one Cut 500 outfit which they are using to put a half ounce of salt water into the lobster can just previous to being sealed. They report it to be just the thing.

Mr. Napoleon Rosconi favored us with a big order for a garage in Quebec City, Quebec, amounting to $359.00, and not long since sold the Canadian Rubber Co., of Montreal a 20-barrel Cut 41 outfit. He has also sent in several orders for 5-gallon pumps.

We have recently added to our traveling force Mr. C. J. Bowes, a gentlemanly looking fellow who has been connected with the Pennsylvania Railway Company in Kentucky, acting as claims agent. He is a native of Canada originally, and it is partly to be near his parents, who reside in Brantford, Ontario, that he returns to Canada. We bespeak for Mr. Bowes a very bright future with our line. He has been assigned the territory in Southwestern part of Ontario.

From the way in which Mr. J. E. Hale sends in orders for Type B tanks he evidently considers them the very best we manufacture. We have had the pleasure of receiving a number of orders for 5-barrel Type B outfits from Mr. Hale recently.

We just received an order from Mr. Thomas Cragg, given to him by the city of Brandon, Manitoba, for Cut 53, with nickel plated pumps. Such orders make our quota look smaller.

Mr. J. B. Bate recently sold Nicholl Bros., of Toronto, a 15-barrel Cut 41 outfit for their gasolene launch at Barrie, Ontario. The installation is to be quite unique from the fact that the pump is to be placed in the light house. No light can be too strong for Bowser Equipments.

Talk about first-class installations, some of Bowser's old-time installers should see the work done by our Mr. Oren Cooley, in installing a large equipment which we recently sold to the Canadian Furniture Manufacturers for their plant at Waterloo, Ontario. The oil house is 80 feet from the factory. It is a pleasure to see how the pipes are run from the oil house to where they enter the factory.

OTTAWA, CANADA, May 20, 1906.

THE EDITOR "BOOMER," Fort Wayne, Ind.

Dear Editor:—Current number of "Boomer" at hand—it's all right. You certainly got off that chestnut about the King and the bath in good shape; only one thing you did not know, and that is "that apart from the respect I have for him as a Monarch and a man, I was kidding up to him some just then because he has a splendid garage at Buckingham Palace, London, and I am now daily looking for a Royal command to go over and explain the advantages of Cuts 44 and 41—which will have to have gold fixings where possible.

You may tell Mr. Holmes, the man from Mexico, that the reason Jones is a favorite of mine is that he has a particularly bright and clever wife who is a brilliant talker, and I rather enjoy meeting this kind of woman. Also tell him that an old song, if altered a bit, fits him (Holmes) thusly:

Be he never so humble, there's no man like Holmes."
"Holmes, Holmes, sweet, sweet Holmes,

At least in his own home and Mexico.

Today an experience came to me of the value of keeping on calling. A certain concern I have been talking to at times for about three years until I was pretty nearly tired. They were always saying, "When we can get our factory altered we may take it up," and I began to regard this as a bluff. My last visit was only two weeks ago, but having to be up at Ottawa again today, I passed their factory and argued the matter over with myself for a few seconds as to whether I would, or would not, call.

Those of the G. A. B. who know me best know that I am nervous, and retiring, and sensitive; (I could not send my photo but don't mind sending my character) so I had to force myself to go in and tell them the "old, old story," and to my surprise they seemed more disposed to listen, got interested in Cut 605, said that was about what they would need for nine outfits; that before September

Canadian Salesmen—

New factory and machinery—
new office & show room, now new business
Everybody pull together The Canada Quintet
of Salesmen can make the boys in the states
hustle

Yours Truly
W R Vance

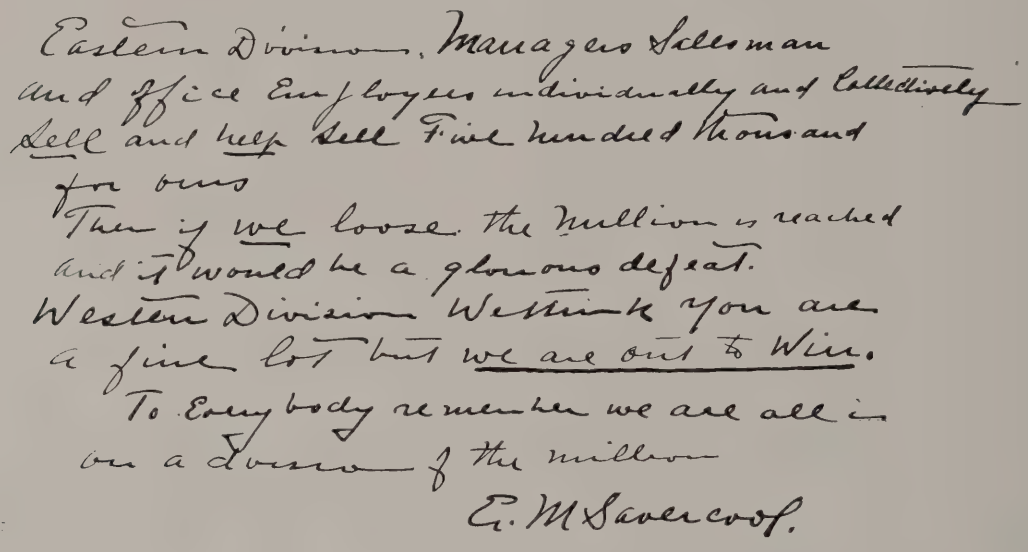
they hoped to send blue prints of their oil house, position, etc., and it looks like coming to me.

What was more useful still, they took me across to some gasolene launch people, who are putting in a new boat house on one of the river points, and put me in the way of a 5-barrel Cut 44—that if I had not called "just once again" on the Ottawa Car Co. I should probably have missed, as it is a new concern just opening up.

Tell Dunk that next month he will have to get two "Bills," and they will have to be large ones, too, on his end of the teeter; else, when our end goes down the Angel Gabriel will see him soaring Heavenwards, and I can fancy hearing Gabriel say, "Why, for the land sakes! here comes Dunkelberg. Well, I never expected to see him here. What ever has happened down there?"

Goodbye Mr. Editor, and good luck. Yours truly, BATE.

THE NEWS FROM BOSTON



1906

Let every salesman hustle hard,
GET BUSY.
A Million's what we want, old pard,
GET BUSY.
Don't stand around and wonder why
Your orders don't mount to the sky,
But just take hold and make 'em fly
GET BUSY.

The automobiles hoot and scoot,
GET BUSY.
If a man won't buy don't stop to shoot,
GET BUSY.
There are others waiting for a Bowser Tank;
Just double your sales and take higher rank,
Then you'll have yourself and Bowser to thank.
GET BUSY.

The season is short—the mark is high,
GET BUSY.
Don't let any prospects pass you by,
GET BUSY.
If you're up against it and somewhat in doubt
Fort Wayne or Boston will help you out.
Just drop them a line and be up and about.
GET BUSY.

S. F. is working both nights and days.
GET BUSY.
A. Z. is the author of the phrase
"GET BUSY."
E. M. is after 'em good and hot,
He's always the Johnny on the spot
And you can be one as well as not—if you'll only
GET BUSY. POP.

By the orders received during the past month from Mr. G. W. Bigelow it is very evident that he is still in his old time form. In length of service and experience Mr. Bigelow is entitled to the rank of "Dean" of the Boston salesmen, he having been attached to the New England office continually since its establishment. At the present time Mr. Bigelow is working in the territory bordering on Lake Ontario, New York.

Experience certainly counts. We are pleased to note the large increase in business received from Mr. Wm. Bryld during this month. One order received from him amounted to $568.00, and his total business amounted to about ten times that of the previous month, and we expect to see still greater results from Mr. Bryld's work.

The factory trade in Boston and vicinity has received during the past month extra good attention at the hands of Mr. F. F. Davis. By the large number of orders received during the month and also by his reports, we look for a much larger business from him during the coming month.

We are glad to note the continuation of orders from Mr. Dunsmore during the month. Sandy soil is not always the most

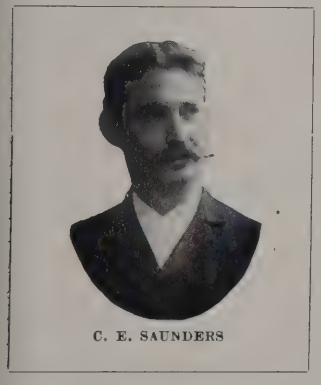
fertile field but the crop seems to be good where it is properly worked and harvested, and Mr. Dunsmore seems to understand how to work that kind of soil.

The handwriting of Mr. C. R. Eggleston has become quite familiar to our order clerk, there being fifteen orders received from him during May. His territory adjoins that of Mr. G. W. Bigelow and we certainly feel confident that Northern New York State is in the care of capable salesmen. Although Mr. Eggleston sends in a large number of orders yet they are much smaller in size than the others and we hope he will try to raise the capacity of the tanks he is selling.

Mr. W. J. Fitzpatrick is now working territory in Southeastern Massachusetts, commonly termed the "Cape," where he is conducting an active and vigorous tank campaign. This particular section of "Yankeedom" needs hard and consistent work on the part of the salesman and Mr. Fitzpatrick is without doubt the right man for the territory.

"Tommy" Mathers, having enlisted his brother's services in the Grand Army of Bowser, the Northern part of New Jersey is assured from any possible invasion by the enemy. The Brothers Mathers, T. D. and W. F., are a fine specialty team. The first day that Mr. W. F. Mathers carried a Bowser grip it rained hard but he returned that evening with a nice order for a 5-barrel, Cut No. 41 outfit. He says he doesn't care how hard it rains as long as he can get the business.

Mr. C. A. Gridley, who has been selling the factory trade in New Jersey, has accepted a position with a large importing steel house, and his son, C. W. Gridley, now takes up the same territory. Mr. Gridley, Jr., has had several years' experience with large steel houses and has every evidence of making a successful factory salesman.



C. E. SAUNDERS

TO THE EDITOR OF THE BOOMER:

With your kind permission I want to relate a little experience of mine which happened in Southern Georgia a few years ago. It will demonstrate to the "Boys" that the Bowser has other merits than any I have seen expatiated on from time to time in the "Boomer." In Henry Washburn's general store at Rochelle, Ga., a negro burglar was caught and shot to death in a Bowser 2-barrel F. F. tank in the following way: Some boys returning from coon hunting about midnight saw a dim light in the Washburn store, and thinking it unusual proceeded to investigate. They were rewarded by seeing a blood-thirsty negro counting pennies and eating crackers and cheese, and while one watched the store the others hurried away for the proprietor and village marshal. The negro, evidently growing suspicious, blew out the light and disappeared. Upon the return of Mr. Washburn with the store keys, and the worthy defender of the peace with his arsenal of guns, "the marshal," an investigation followed, even looking behind the tank which set in the corner perhaps a foot from the wall. Supposing he had gotten out by some unknown exit they were about to withdraw when a slight cough was heard in the direction of the tank. This giving them the cue they removed the drip pan and found their man submerged in 70 gallons of kerosene, with nothing exposed but his black head. Three bullet holes of 44 caliber are yet in evidence in that tank to complete the story, but unfortunately so near the top that I could not prevail on him to buy a new one. As our F. F. Cut 19 is not made of Armor plate he paid the penalty with his life, but from the fact of catching him adds another to the many virtues of the "Bowser." This is none of Dunk's fish stories, but a fact. In defense of Mr. Washburn I want to add that the negro was a bad one, having escaped the same day from the county chain gang.

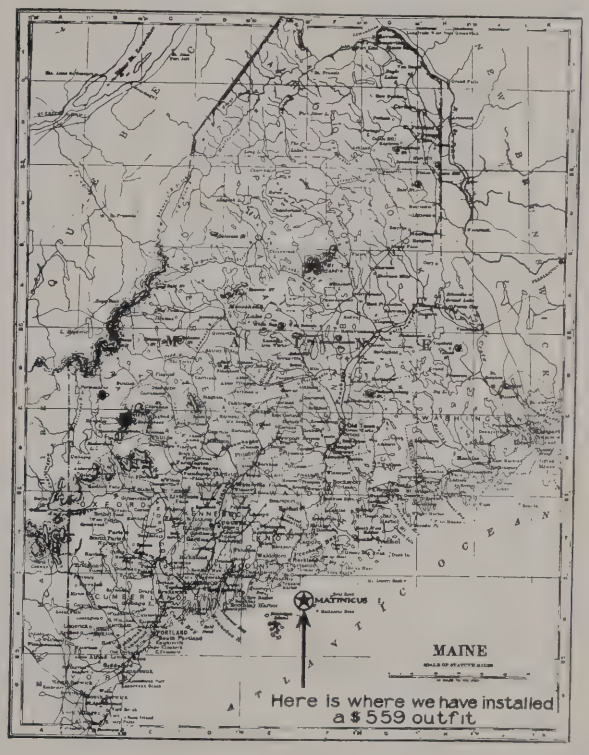
C. E. SAUNDERS.

ORONO, ME., May 7, 1906.

S. F. BOWSER & Co., Fort Wayne, Ind.

Dear Sirs:—Enclosed find map of Maine and markings on same showing where my order No. 458—$559.00—Henry Young & Co., Matinicus, was sold. This is as I consider a very remarkable sale and can't be beat or has not been beat by any salesman working for the firm of S. F. Bowser & Co.

Matinicus is a small island 20 miles out in the Atlantic Ocean, containing 800 acres of land, population 78, estates valued at



$23,333. The firm of Henry Young & Co. is well rated, make all of their money on the island and as the boys said, we had to make as we could not spend any money; only work and sleep here.

I think when the Bowser firm is sending outfits 20 miles out to sea and an order as large as $559.00, being two outfits, one a 20-barrel, Cut 46 and one a 10-barrel Cut 1, that it need not surprise the boys any to run up against large orders anywhere.

Very truly yours, N. A. RING.

SAME SOUND, MEANING DIFFERENT

"I beg your pardon, waiter," said the tourist in the railway restaurant, "did you say that I had twenty minutes to wait or that it was twenty minutes to eight?" "I said naythe r," answered the Hibernian attendant. "I said yez had twinty minutes to ate, an' that's all ye had. Yer thrain's gone now."—CLEVELAND LEADER.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.
On the First and Fifteenth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.
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Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

From time to time as a Bowser man goes up and down his territory he runs across a certain form of opposition which he is apt to call competition. A grocer in this town says he has been offered a tank just as good for half as much, and another in the next block has sent in his order for this cheaper outfit. In the next town he finds the other fellow has been there too. And for the moment he feels bad about it, sees visions of lost business and a possible hunt for a new job.

But here now—let us look the issue squarely in the face. Should he be disheartened? What is competition, anyway? Can an inferior article be said to compete with one of high grade? In any line of business where two articles of equal merit are striving for the same order then you have true competition. Then price counts, for that man is foolish who for his own use, with only himself to please, buys the high priced article when the cheaper one is in every way as good.

Then the high priced man has cause to worry—he has competition. But the efforts of the man selling an inferior oil tank while aggravating, is not competition. That is—it is not competition unless you so regard and fear it.

You have seen a horse shy at a shadow—not from any harm the shadow had ever done him but because he was not acquainted with that shadow and regarded it as a thing to be feared.

Precisely in the same manner do some men shy when another oil tank is mentioned. They haven't enough confidence in their own goods and so fear the cheaper tank. The horse because he is afraid runs away and is hurt; the man for a somewhat similar reason allows his feelings to hurt his chances. He has competition for his own feelings brings his tank down to the level of the other mans.'

But take that man, that good salesman if you please, who knows his line, knows he is selling the best tank made—knows wherein it is best—and see how he acts. As the steady, well-trained horse steps over the shadow without noticing it, so this salesman goes his way serene in the faith that he has the goods and that even at a high price his tank is cheaper than the others. And the result is he sells more tanks because of the efforts of the other fellow, for he sells the merchant that the other fellow helped to interest and would have sold had he a good article.

This does not mean that the other fellow will not sell some tanks—he doubtless will—but price does all the talking then. His being in your territory will, however, stimulate the oil tank business and help you sell the man who wants the best tank.

Then just one more thought. Where a Bowser salesman covers his territory thoroughly and at frequent intervals, the other fellow hasn't much of a chance.

IT'S UP TO HESS

A couple of weeks ago a news item in one of the Chicago papers read as follows:

"Late last night Officer Ryan stopped an automobile on Michigan Avenue, because the lights were not burning. He then noticed that in the car there was a full equipment of strange appearing tools; he immediately jumped to the conclusion that the two men in the car were burglars and arrested them as suspicious characters. In the morning they were able to show their innocence by proving that they were installing a gasolene storage tank and were then allowed to go after being warned."

The above item excited our suspicion, because there is only one man we know of who rides around in an automobile when he installs gasolene outfits and so we took the trouble to investigate and found the following facts to report.

Mr. Knoche went to Chicago to assist Mr. Hessenmueller in installing a Long Distance Gasolene Outfit. They worked until quite late and then got into Mr. Hessenmueller's car and proceeded to the hotel at which Mr. Knoche was stopping. It is a suspicious fact that Mr. Hessenmueller did not turn on the lights and, naturally, one of the wide awake sleuths of the Windy City stopped them; though pretty well frightened, they hastened to comply with instructions to light up. During the operation, the policeman who apparently had every right to be suspicious, took the opportunity to investigate, and finding the tools which they had just been using and then looking at the men, decided that it would be a breach of duty if he did not arrest them. A little persuasion on his part and they saw the force of his argument and Mr. Hessenmueller had the pleasure of driving his own car to the police station for the purpose of delivering himself up to the sergeant. Mr. Hessenmueller tried to treat it as a joke but the sergeant refused to and insisted that he show cause why he should not be locked up. Hessenmueller mentioned several men who could speak for him. The sergeant called each of them up and not one of them—while they all knew him—knew enough about him to vouch for him, or—knowing about him, deemed it advisable to guarantee his conduct.

We make mention of the above because it is the first instance we have of Bowser men being arrested.

Business — lots of it — but
the office at Boston can take care of more orders and needs them! The men traveling from that office need them! There are people who have no Bowser Tanks and need them! What an opportunity to make a lot of people happy!
D. A. Corey

BOOMERANGS

CHATTANOOGA, TENN., May 25, 1906.

MESSRS. S. F. BOWSER & CO., Fort Wayne, Ind.

Gentlemen:—I am sending you my No. 50 enclosed herewith. This was the hardest order I have closed for the Bowser firm. I stayed with this party until my tongue tied and his ear drums got sore, but he bought the Bowser Tank and says that the confidence I put in the tank makes him believe it the best fixture on earth and that he is satisfied with it before he gets it.

This statement of his and my experience with him convinces me that staying with a prospective buyer until you get his order beats looking for another, and I expect to practice this more than I have. Yours truly, S. L. JORDAN.

CHADWICK, MO., May 20, 1906.

S. F. BOWSER & Co., Fort Wayne, Ind.

Gentlemen:—I am going to try a drive from here. I sold twelve tanks in three days; think it is pretty good picking in here. I don't want Dunk up in the air, the Western Division must pull him down, we will let Savercool try it up there and see how he likes it. Dunk is too good a man to stay in that position and Savercool is grinning like a cheshire cat over it. Dunk, we will help you out (it may not be true).

Yours truly, O. H. WILSON,
Mountain Grove, Mo.

ED. NOTE. In the four months ending May 20th Mr. Wilson sent in 152 orders—That's going some.

CLIFTON FORGE, VA., June 4, 1906.

MR. H. B. HARPER, Fort Wayne, Ind.

Dear Sir:—The following lines were tacked up in a grocery store, where I had to talk as I never did before for three hours and twenty minutes for a two-barrel order.

"A man may fret
And a man may sweat,
And a man may puff and blow;
But you can't get trade
If you sit in the shade
And wait for the business to grow."

After the merchant signed the order he told me to "get out and don't come back here any more." I asked him to give me time to copy the above and then I would leave him for the time. I want to tell you he made me sweat for that little two-barrel order. Yours truly, W. B. LYNHAM.

May 22, 1906.

S. F. BOWSER & Co., Fort Wayne, Ind.

Gentlemen:—Enclosed find my order 86, 1-3-C Lead Bottom. This was a hard one, and took the combined efforts of his wife and myself. I take off my hat to the ladies, God bless them.

Yours respectfully, R. E. MCINTOSH.

SEATTLE, WASH., May 52, 1906.

MR. H. B. HARPER, Editor "Boomer."

Dear Sir:—I received the "Boomer" yesterday noon and read it through before going to lunch, although it made me late and made my eyes ache to beat the band.

This is more reading than I have done at one time since receiving the April number of the "Boomer." I carry two or three copies with me and make good use of them almost daily in backing up some of my statements, and find it very effective argument. Truly yours, W. C. SMITH.

THE MAN WHO SELLS THINGS IS ENTITLED TO A DEGREE

Speech delivered by Mr. Geo. A. Post before Pittsburg Railway Club, October Meeting. Published in February "Railway Master Mechanic."

These are prosperous days in business circles Printeries and binderies are busy making order books wherein can be entered the tremenduous demands for materials of all kinds flowing into the factories of our country.

What does this prosperity mean in its generic sense? What causes railroads to buy cars by the thousands and locomotives by the hundreds? It means and it is because there have been sales made of all kinds of material entering into the consumption of busy mankind in all quarters of the country.

Sales necessitate transportation, transportation calls for power and vehicles, and so the results of sales ramify into every nook and cranny of civilization.

Sales light the furnace fires, blacken the sky with smoke, set ponderous machinery in motion, quicken the demands for labor, and spread the smile of plenty over the land.

He who sells things is the apostle of happiness, the bulwark of prosperity.

Who fills the hotels, crowds the trains, and loads the freight cars with tonnage? The man who sells things.

Of what commercial value is the most useful and wonderful device that was ever invented, unless it is exploited by the man who knows how to sell it?

Oh, you who pride yourself upon the possession of inventive genius, cudgel your brains, burn the midnight oil, wallow in problems of skyhigh mathematics, produce, if you can, something for which you think a waiting world is languishing, and when it is done, unless you get next to the man who can make people believe they need it and sell it to them, your trousers will be frayed at the edges, and your stomach will know the pangs of hunger.

The best friend of everybody is the man who sells things.

He who would sell things must be patient, tactful, broad-gauged, generous, good-natured, and tireless. For him no whistle blows to sound the end of his daily toil. For him there are but few peaceful evenings at his home fireside. For him it is hustle, hustle, hustle.

In his travels up and down the highway he seeks audience with and tells his tales to men of varying titles. In the railway trade he goes to presidents, general managers, superintendents of motive power, civil engineers, mechanical engineers, electrical engineers, sanitary engineers, engineers of tests, and in

fact runs the gamut of every conceivable degree of titled importance, and, besides, he is ever and always up against that august personality, the office boy, and to all of these the man who sells things comes under the general characterization of "Drummer" of a "Supply Man," terms that are not intended to dignify and are more or less terms of opprobrium.

Now, I think that after a man has a record of service in selling things, has attended the severest of all schools, namely, contact with the world; after he has been chilled to the marrow by refrigerated receptions; after he has been tried out in the crucible of competition; after he has overcome the mountains of obstacles that beset his path, and "made good," I think he should have a degree conferred upon him.

Our universities are turning loose Doctors, Masters and Bachelors of this and that and the other thing, and Engineers of all kinds and descriptions, to gain which degree the recipients have undergone not one tithe of the hard work and self-sacrifice of the man who sells things, and have not learned half as much in the same period of time.

Fit up the most luxurious offices, take a whole floor in the most conspicuous block in Pittsburg, go out and buy broad acres, and erect magnificent works, fit them up with all the most modern machinery and you would never pay the laboring man one cent, the landlord would evict you for the non-payment of the rent of your luxurious offices, if the fellow with the carpet bag, away from home, plunging through midnight blackness, putting up with all sorts of discomforts was not sending in his orders so that the wheels might go round and so that a cross-grained auditor might earn his salary by finding fault with the expense account.

Let's give the man who sells things, so that the other fellows with degrees may receive their salaries promptly—a degree.

What shall it be? I confess I am fond of the "Engineer" style. Now, if I remember the definition of an "Engineer" as recorded in the dictionary, it is not confined to those who have to do only with technical work, but it also calls it "engineering," where one carries through by skill and contrivance a business deal.

What's the matter with calling him a "Commercial Engineer"?

If there is anybody who knows more than the man who sells things about wheels within wheels, slipping a cog, eccentrics, joints, bulldozers, lost motion, making connections, laying pipe, pumping, plugging, and working under pressure, just trot him out and we will give him a degree that will fit him.

All honor, I say, to the man who sells things. When he is not abroad in the land there is "nothing doing." So sure as the rising sun foretells the coming of day, so does the appearance of the man who sells things foretell commercial activity, and just in proportion as he succeeds the tide of prosperity ebbs or flows. The man who brusquely turns him down, or who affects to be bored by his presence, or who bars him from his office, does an injustice to the interests confided to his care, and also robs himself of a large amount of information that he needs in his business.

OUR FRIEND THE INSURANCE MAN

You will readily call to mind the timely suggestion of Mr. Bowser's, contained in his letter on the first page of the first issue of the "Boomer," in regard to working hand in hand with the insurance authorities. This particular paragraph read as follows:

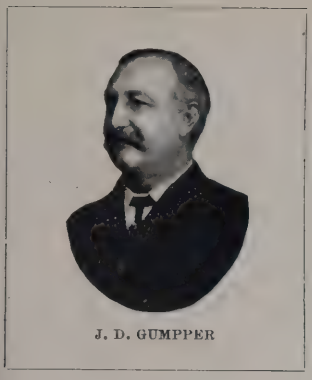
> "That is this: Where it is convenient for you to call on "The Insurance Man" of the town in a casual way, inasmuch as our tank lessens the chances of a fire, which undoubtedly would interest him, and as you were "passing by," you just drop in and show it to him. I am of the opinion ordinarily you will get a most cordial reception; and it would not be a strange thing if he were carrying some insurance under protest, as it were, for a brother, or brother-in-law or a friend, where he wished the oil conditions were different."

The timeliness of this suggestion and the practical value of it is fully demonstrated in a letter which we have received from the secretary of one of the well known insurance companies, which letter reads as follows:

> May 22, 1906.
>
> S. F. Bowser & Co., Inc., Fort Wayne, Ind.
>
> Dear Sir:—"While looking through the program of the State Grocers' Association I noticed your ad, which I cut out and herewith enclose you for reference. As the handling of gasolene is attended with so much danger, and particularly in grocery stores, we thought it might not be a bad idea to suggest to you if you would have, say two or three thousand of these advertisements printed about the size of the enclosed, and furnish them to us, we should be glad to mail them with each mercantile policy mailed from our office.
>
> We think it would also be to your advantage to have them placed in the hands of our local recording agents over the state.
>
> If you have a tank that lives up to the description of the enclosed, it would certainly be appreciated by and readily sold to any store handling gasolene.
>
> By making the circular about the size of the enclosed, we could mail one with each of our policies without additional postage.
>
> Kindly let us hear from you, and oblige."

The above proves conclusively that the insurance authorities are interested in an equipment which will diminish the fire hazard and will assist you if you give them the opportunity.

We are not at liberty to publish the name but will furnish a verbatim copy to any salesman upon request.



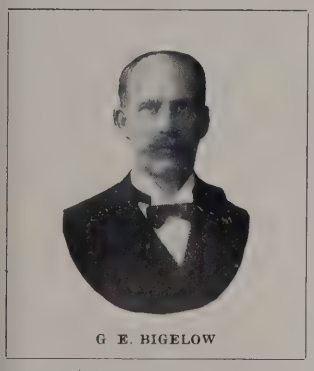
J. D. GUMPPER

It's an odd fact that similar circumstances will effect different men in totally opposite ways. Take competition for instance; some men wilt and fade away when another so called tank salesman drops into his territory, while a good salesman sees in it a chance to do more business.

Here's the picture of a salesman—Mr. J. D. Gumpper—who has had a little competition lately and has used it as a lever to sell Bowser Tanks. Jake has sold 32 tanks all in one city in a little over two weeks, every order taken in direct competition with and in spite of the low price of the other tank.

Two men working the same territory for oil tanks—even different makes of tanks—cannot help but agitate the oil storage proposition more than just one man. It sets the merchants to thinking and then the man with the best tank makes the sale; anyway, that's how Gumpper argues it, and proves his theory, for the greater portion of these tanks could not have been sold at this time had it not been for the competition.

THE EXCHANGE PROPOSITION



G. E. BIGELOW

To do this work and make a success for the firm, as well as for the salesman, the salesman must thoroughly understand his goods; (even to every valve and set screw—what they are there for and the reason why. The next thing for him to know is the different styles of outfits the firm has placed on the market, and about how long each style has been in use and the various changes that have taken place in the making of the goods since that particular style has been in use by the merchant.) This information not only applies to the Bowser Outfits, but to all other self-measuring goods that there are on the market. Get a cut of each tank that is manufactured, or has been manufactured, study their weak points and get posted on them. When you have a thorough knowledge of these goods, your battle is half won, for our goods will out-class the goods of any other make or even the old-style Bowser.

In no case condemn the other man's goods or the old-style Bowser for the merchant may be friendly to the other fellow.

Now to illustrate:

In calling on Mr. Kellogg, of Blankville, N. Y., I found that he had a three-barrel, First Floor, half-gallon, old style Bowser Tank, bought about eight years ago. It was in fair shape. Mr. Kellogg has a very large store and as everybody was busy, it gave me a chance to see what he had before I approached him. At last there came a lull, and I told him who I was representing. He knew the goods at once. Mr. Kellogg told me his present tank was O. K.—and that he did not need any more. I said, "I see that you are busy now, Mr. Kellogg, but Mr. Bowser has requested every salesman to show the new gallon stroke machine to everyone who has an old style outfit, so that if your old style gives out you may be posted in regard to what there it in the market, should you be obliged to buy another tank.

After dinner, I called on Mr. Kellogg, and after waiting for some time, he said, "There is no use in taking any of your time." I told him that I was not going to try to sell him anything, but that I would like five minutes of his undivided attention, so that he might be familiar with our new style outfit, for I felt that he, as a progressive business man, would want to know the new things on the market. I commenced by showing him the Type "B" outfit, and Type "A" with lead bottom. These he seemed to take as his own idea of a tank. Then I showed him the difference in the new style gallon outfit, and explained the improvements the House had made, going from the bottom of the pump to the Anti-drip Nozzle. I explained the brass unions, the double brass valves valves, the double plunger and the iron plate on the tank for bracket, and the idea embodied in this pump to enable it to be removed from the tank. Gy this time he was a real tank maker, and thoroughly understood the improvements in our goods over the old style. When I was through, he asked the price of the new goods, for of course the gallon stroke caught his attention. However, I did not hear him, but instead I argued that whenever he got ready to buy he should have a five-barrel in place of a three-barrel, and that he should have a type "B" or a type "A" with lead bottom. This time he asked how he might exchange the goods. I told him that Bowser & Co. did not care to exchange, as long as his present outfit was in good shape, and that my object in showing him the goods was that when his present outfit gave out he would know about our new style. When he asked the price again, I told him that his old tank was of value to him, while it was really no value to us, and any allowance we might make would be like throwing good money away. I. however, again reverted to the gallon stroke, the new style tank, etc., and the other points which had seemed to appeal to him when I was making the demonstration. By this time he thoroughly liked the outfit, and was ready to talk business. I then said, "Now, Mr. Kellogg, I really did not come in to sell you, but just dropped in because you were a friend of the Bowser, and to show you our new style outfit. As a matter of fact, were I to allow you something for the tank I would be making a special concession, whereas, you know your old tank is really of no value to us. As you know, we do not deal in second-hand tanks.

I then placed a No. 1 price list before him so that he might see the prices of the goods. He thought the price was high, but comparing his old outfit with our latest improved outfit, he could see its many features, and thought, himself, that the difference in price was certainly justified by the improvements. I then showed him that the price of a five-barrel, Type "B" tank was $98.00. "Well, what can you do for me in the way of exchange?" he said. "Well, I'll tell you, Mr. Kellogg, frankly, your old tank is not worth a cent to Bowser & Co., and I ought not really allow anything. However, I will allow you $18.00 for it on the five-barrel tank, subject, of course, to acceptance at the main office. I will write a letter explaining your friendship with the Company, that you have a nice store, and that it would really pay us to make a special concession to have one of our latest improved tanks in your store. I am inclined to think that the House will confirm the proposition and if they do, you certainly will have no cause to regret the deal."

By this time I had thoroughly convinced him that I was doing him a special favor, which was really a fact. In working an exchange of any kind of goods, always see what the customer has, and show him the economical features of our latest improved tank over his present goods. In doing so, put quality in front, while price follows as a natural sequence.

G. E. BIGELOW.

DID YOU EVER HEAR THEM SAY THIS?

A NOVEL MACHINE FOR HANDLING GASOLENE

George D. Thorndike, of the Mianus Motor Works, Portland Pier, has one of the greatest labor saving devices in the line of handling gasolene with speed and accuracy that is to be found in the Country. In fact it is the only successful machine of its kind in existence. The machine is manufactured by S. F. Bowser & Co., and by the simple turning of a crank will measure out accurately one gallon, one-half gallon, one quart, and one pint. By a simple setting of the machine at the quantity desired the amount of gasolene which a man desires can be pumped directly into his boat in the dock, the work being done in about one-twentieth the time it would take to do by hand. Mr. Thorndike said today that he could put five gallons into a boat in 32 seconds and that he had put 50 gallons into a boat in seven minutes. To do this by the ordinary way would require the services of two men and would take half an hour at the least. So far Mr. Thorndike has sold in the past week 1,650 gallons of gasolene and when he figured up he found that he was only half a gallon short. This shows how accurate the machine is. This shortage was undoubtedly due to evaporation and was against Mr. Thorndike and not in favor of him. The machine costs $200 and selling the tremendous amount of gasolene which he does Mr. Thorndike feels sure that the machine will more than pay for itself in the time of men, not to say anything about the pleasure it gives his customers to receive their supply in such record time. Mr. Thorndike's business has greatly increased as a result of the quick service he is giving his patrons.

The above newspaper clipping was taken from the May 1st edition of the Portland, Me., Evening Express. The outfit referred to is a 5-barrel, Cut No. 41, sold this spring at the Boston Automobile Show.

THE SALESMAN'S CREED

"I believe in the goods I am selling, in the firm I am working for and in my ability to get 'results.' I believe that honest goods can be sold to honest men by honest methods. I believe in working not waiting, in laughing not weeping, in boosting not knocking and in the pleasure of selling goods. I believe that a man gets what he goes after, that one order today is worth two orders tomorrow and that no man is down-and-out until he has lost faith in himself. I believe in today and the work I am doing, in tomorrow and the work I hope to do and in the sure reward which the future holds. I believe in courtesy, in kindness, in generosity, in good cheer, in friendship and honest competition. I believe there is an order somewhere for every man ready to take one. I believe I'm ready—right now!

—Edwin Osgood Grover.

Boys of the West:-

The "Million for 1906" must be secured and while the Eastern Boys are good fellows and will help some, the Million depends on the individual boys of the west In slang, wid say, It's up to you!

How every man with his shoulder to the wheel and a Kip! Hurrah! for a rousing finish for the first half year.

Yours very truly,
S. D. Bechtel

PERSONALS

Mr. F. J. Spitznagle, after a protracted illness, is again able to be in his territory. He has evidently been studying the Tank Proposition during his confinement, as we have received a number of splendid orders from him as a starter for the second round.

We had the pleasure of a call from Mr. Frank G. Howard a few days ago, who has sufficiently recovered from his recent severe illness to travel. Frank intends to make the fur fly as soon as he is able to carry his grip.

Messrs. Lipes, Bowen, Somers and Vonderau have been doing special work under the direct supervision of the Fort Wayne office, and each has established a new record for himself.

Mr. Rosser McClure enjoyed an unusually large business during May, and assures us that June will be as good, or better.

Mr. R. E. McIntosh has had splendid success in closing prospects developed on his first trip over his territory under the Card System.

Hanks, the "show man," keeps taking a hunk out of the Chicago business every once in a while.

J. A. Gilmore is another one of the men who is turning the efforts of a competing tank to his own account. He is having an excellent business.

E. P. Walker is working his territory very thoroughly under the Card System, and when he gets through it will be a Bowser territory in every sense of the word and proof against all cheap tanks.

L. D. Kamp has just bought a horse and buggy and will henceforth drive his territory. He says he now expects to stay with each merchant until he buys.

A. A. Martin is still working industriously in his Southern Ohio field. Mr. Martin believes in sowing the seed on the first trip over a county and then going back in a few weeks to reap the harvest.

Messrs. Hayes and Hannon, in their Kansas and Missouri territories, continue to live up to the standard set by their instructor, Mr. J. G. Rodman.

F. G. Rodenbeck's business in the City of Milwaukee continues to show steady improvement.

NEW MEN WITH THE BOWSER GRIP.

The following new men have started out to sell Bowser Tanks. Here's wishing them all kinds of success:

R. S. Colwell	Factory Line
O. D. Ensminger	Illinois
J. B. Foley	Toronto
W. A. Fitch	Ohio
C. W. Gridley	Factory Line
L. H. Gibson	Pennsylvania
S. M. Horner	Michigan
M. A. Irwin	Factory
J. C. Miller	Factory
W. G. McDavitt	Missouri
F. Merrill	Michigan
J. B. Pellens	Missouri
R. G. Stauter	Illinois
G. C. Stevens	Illinois
E. J. Woiceski	Illinois
F. C Welch	Ohio

St. Francis, Maine, May 1, 1906.

Mister S. F. Bowser and companee.
number 255 Atlantic avenue.
Boston, Mass.

dear sir—i recev de oil tank witch I by from mister Wring alrite, but for why dont you send me no flote gage what is de use of de oil tank when she dont have no flote gage. i am loose to me my kustomer for oil sure ting by no having de float gage and dats not very pleasure for Me. Wat is de matter mit you mister Bowser and companee is not my moneys so good like anoder mans, you loose to me my trade and I tells to you dat you are a big fools and no good mister S. F. Bowser and companee. I send to you back at once your oil tank tomorrow for sure bekawse you am such a dam foolishness peoples, yours respectfullee, J. D. St. Deuis.

p. s. since I write dis letter i find de flote gage in de tank, excuse me.

DEAR BILL:—We are always on the winning side. We know no East and West. We are helping Savercool now. Congratulations for that $8,100.00 order just received. We certainly did dig some there. Bechtel would sure win if it wasn't for us. Maybe we will help him later if there is anything in it for us. I'll let you know in time. Meanwhile I've gotten a shovel and gone to Atlantic City to dig. When you come bring your step-ladder..

Yours, DUNK.

A NEW BREED

A curious case is reported from Pittsburg. A number of chickens belonging to residents near the asbestos works have been in the habit of feeding on the siftings of the fiber of asbestos thrown out in the yard for some time, and the feed seems to be an incentive to make the fowls lay, but the peculiar fact in the case is that the eggs can not be cooked. They are like the asbestos—not in the least affected by fire. It is impossible to boil or fry the hen fruit laid by the chickens that feed on the siftings and they can be placed in the hottest fire for a day at a time without effect. It is thought, however, that the eggs will hatch and a genius of an experimenting turn of mind has secured an option on all such eggs and he will purchase an incubator in the hope of securing a lot of fire-proof feathers.

Our Card System has recently been expanded to include North Dakota, and our friend A. B. Cornell will now be in a position to sell more Long Distance Outfits than ever.

Our pioneer salesman, Mr. F. W. Leslie, knows a Long Distance prospect when he sees it, and has recently sent in a number of nice orders for these outfits for grocery stores.

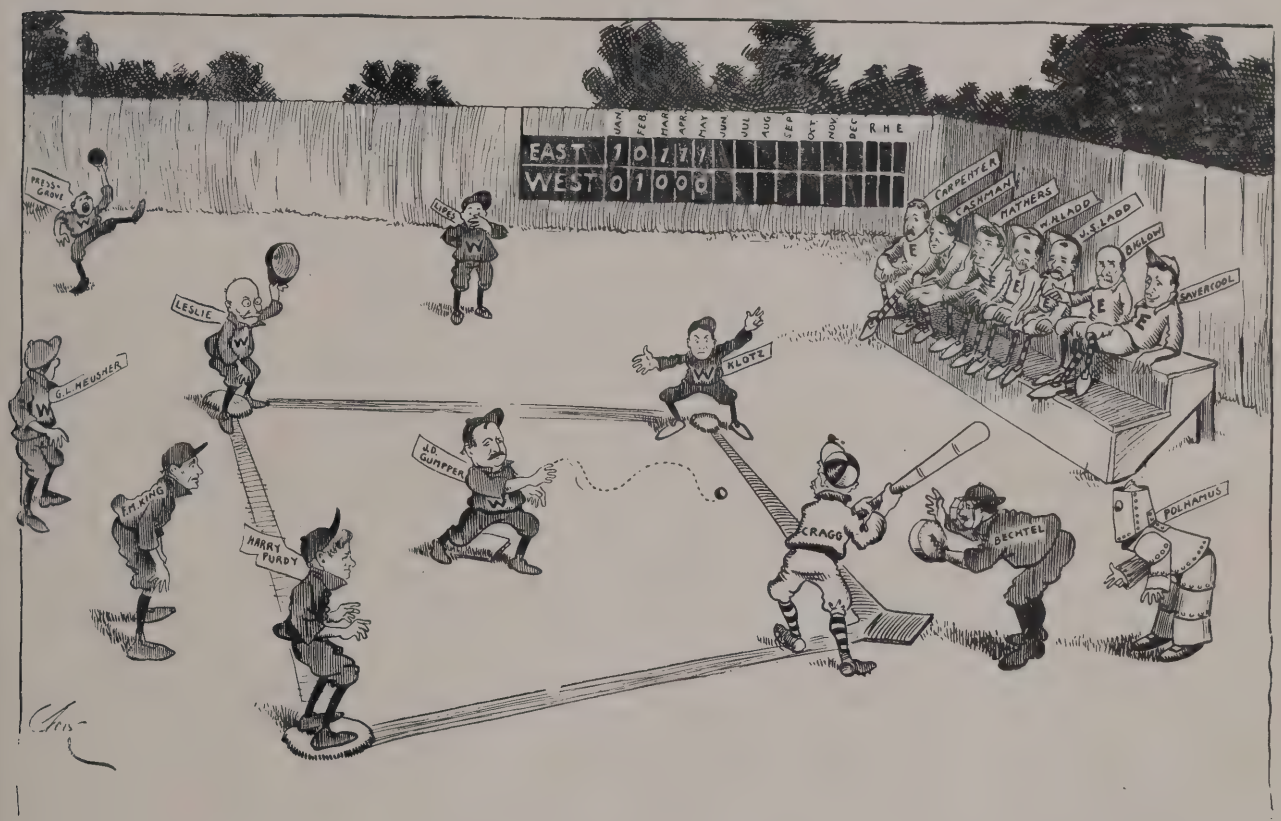
To Salesmen Representing
Retail Lines outside of Boston Territory:—

At the last convention we promised to help the "other fellow" make his quota. For your information will say that we were running neck and neck with our own quota on June 1st, and the one for June is a whopping big one. This thing started as a joke but its getting to be mighty serious. In order to hold first place we must let ourselves out during June and the balance of the year.

Yours,
W. G. Zahrt

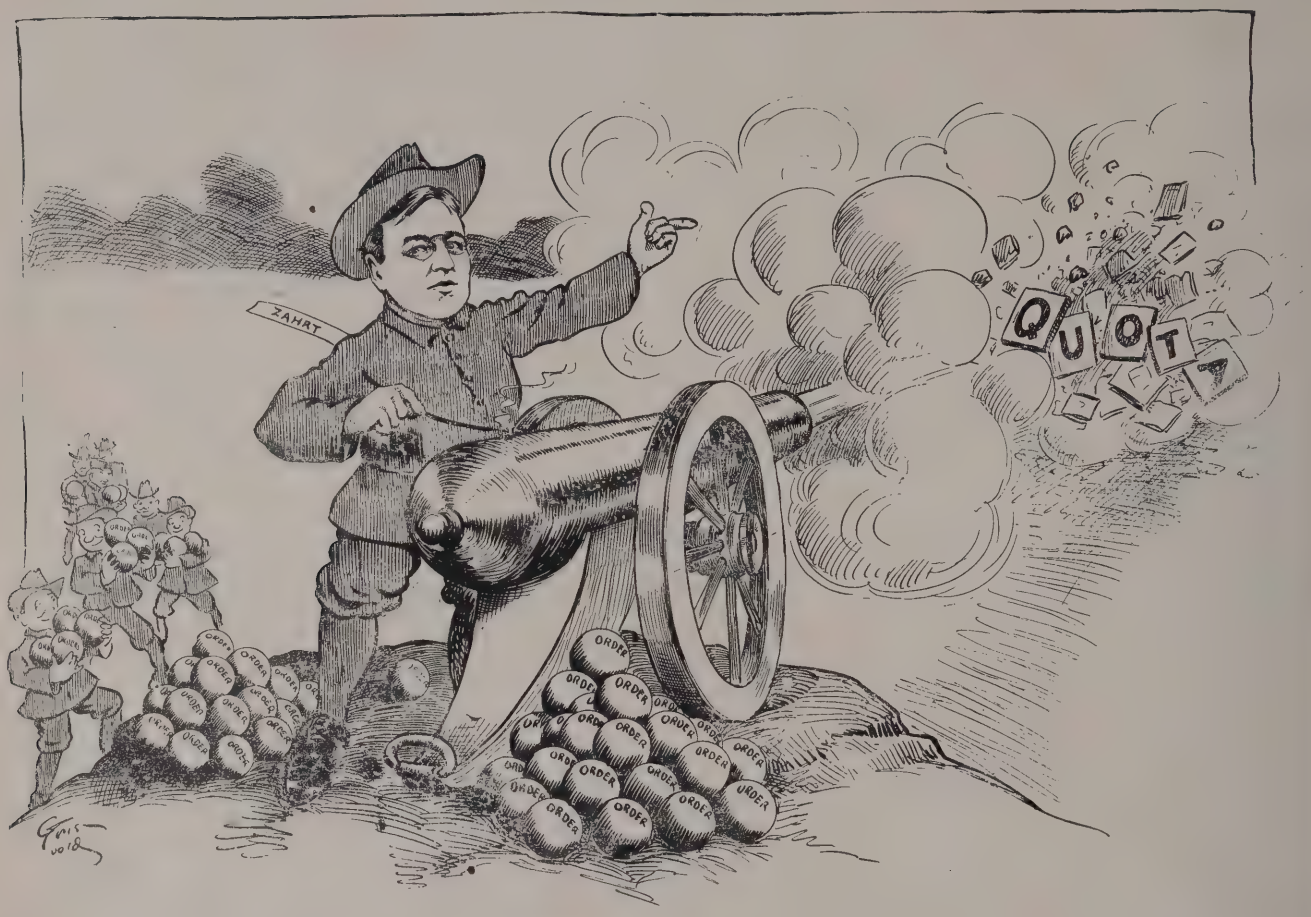
The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 JULY 1, 1906 NO. 8



Hurrah for Us

The great game is on—at the end of the fifth inning the East was walloping the socks off the West. Home Run Savercool and his old timers have played a good consistent game and each inning but one has found them one more to the good. Bechtel's pets, however, are relying on their finishing powers and claim the seventh as their lucky inning. The contest will bear watching.



Hot Shots at the Quota

Looks bad for the quota, doesn't it. But there's more left of it than the picture would indicate--its crippled but not knocked out. We fell a little short of the figures designated for the quota for the six months ending June 30th.

But you made a grand rally. June was the biggest month in the history of Bowser & Co. The figures are all in and point to grand total of

Shipments for June, 1906 - - - - - - - - - -	**$111,740.88**
Total shipments first six months, 1906 - - - -	**494,953.65**

Against these figures compare those for similar periods of 1905 which were:

Shipments for June, 1905 - - - - - - - - - - - - - -	$ 63,333.46
Total shipments first six months, 1905 - - - - - - - - -	294,074.47

The total business shows a gain of 68 5/10 % over the same period last year.

Now for the latter half. What will you do to your quota?

Now for the Home Stretch

THE business for the first six months was a record-breaker—records of all kinds were smashed—each month broke a record of some kind and the result was a grand total far in excess of any previous six months.

We did more business between January 1st, 1906, and June 30th, 1906, than in any previous full year with the single exception of 1905. Now that's behind you and a new goal is ahead. How much larger will the second six months' business be. It's for you to say. If every man bends his effort to beating his own record then 1906 will close with a whirl and the total year's business will be something to shout about.

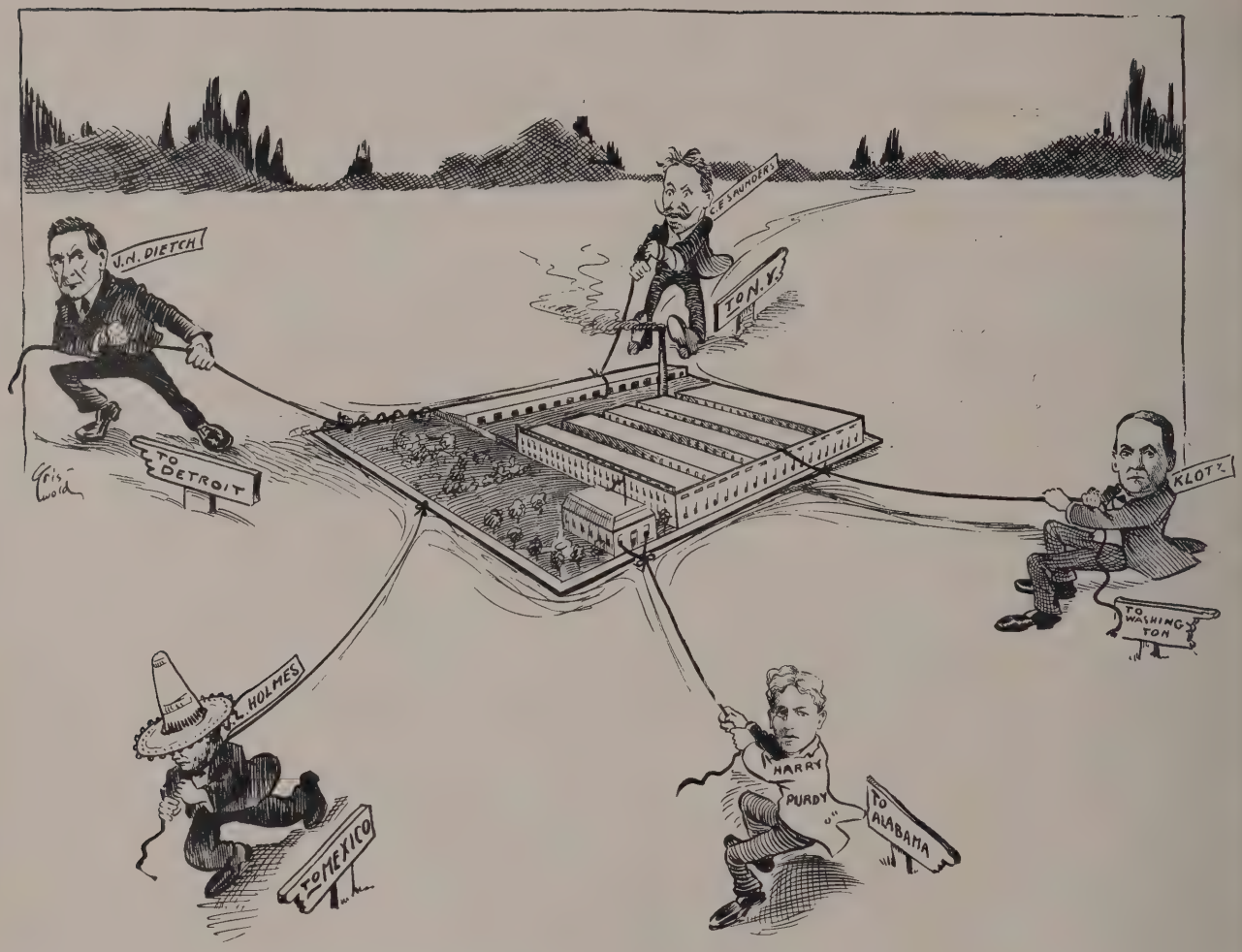
But a lot of the men never got started even—did you?

They turned in some business now and then, an order here and there, but then did not turn in the business that we had a right to expect from the territory and the men. Look over your record—see if it satisfies you—see if it impresses you as being the maximum that the territory would yield. Then get out and dig.

You never had a better chance to do a big business than the next six months will afford.

Bowser tanks are well known, each month finds them more widely used and praised, the times are good, merchants are prosperous and everything is working for your greatest success.

The million for 1906 is sure if you work for it.



WHAT KEEPS THE FACTORY HERE

In our issue of June 1st, we had occasion to depict the efforts of one of our salesmen to divert the product of the factory to a certain section of the country--his territory.

The above illustrates why no one part of the country can lay claim to any advantage. As long as every salesman is placing in his territory all the tanks he possibly can, the factory will take care of itself.

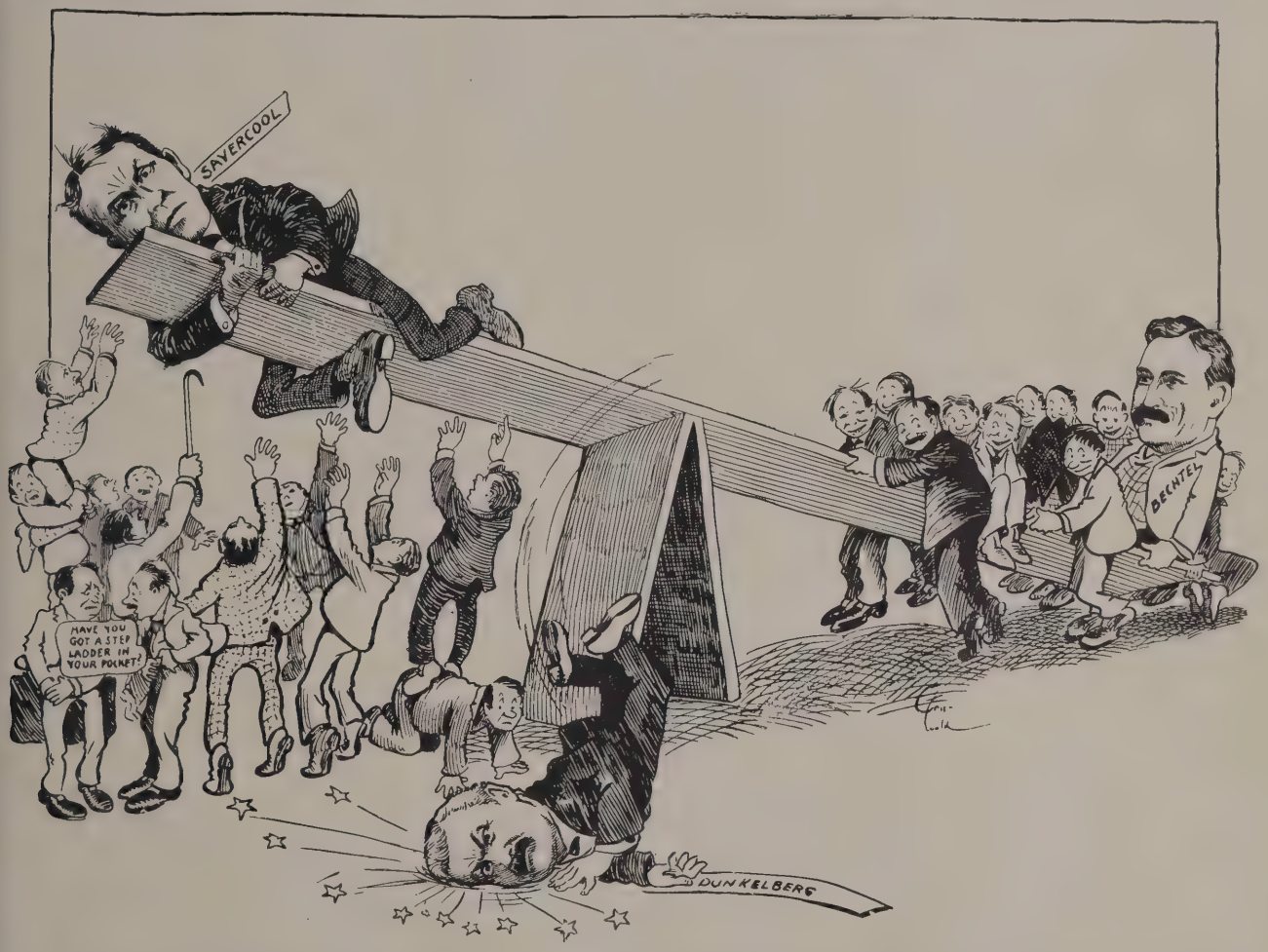
There are a lot of men besides those shown who have ropes on the factory and are pulling hard,

but we are handicapped in our efforts to do justice to all by a lack of photographs. Send the Boomer a photo so our gallery may be complete.

The BOWSER BUSINESS BOOMER

S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 | JULY 15, 1906 | NO. 9



It's the same old game—only June 30th found the West $3,466.64 ahead of the East for the month and $420.74 ahead for the six months. And what a rousing big month it was, too.

THE SUMMARY IS

EASTERN DIVISION		WESTERN DIVISION	
First Quarter (1906)	$ 95,451.64	First Quarter	$ 98,588.50
April	46,817.35	April	41,979.42
May	48,890.53	May	47,545.70
June	54,252.87	June	57,719.51
Total	$245,412.39	Total	$245,833 13

BOWSER'S BOSTON BOYS

We notice that several of the salesmen travelling from the Boston office have anticipated their vacations as the business received from them during the past month has been much larger than usual. Mr. Geo. W. Bigelow is one of that number.

Mr. P. F. Cashman is one of the "high men" travelling from the Boston office, his business during the past month having reached the usual high notch. P. F. likes to fish but realizes that there is more money in digging up prospects than in cutting bait.

Another ex-stenographer who received his early business preparation in the office at Boston, Mr. J. F. Connolly, has met with the usual measure of success attendant on strict application to business. Of late we have noticed that "Jack" has been unusually solemn in his demeanor when at the office, and investigation on our part results in a confession from him that the blissful state of matrimony is just now uppermost in his mind. This goes to prove the old saying that "In the Spring the young man's fancy lightly turns," etc., and Mr. Connolly would seem to be no exception to an old established and mighty good rule.

Mr. P. C. Bowman is meeting with a goodly measure of success in taking care of the trade in the Green Mountain State, his sales for the month of June being very gratifying, both to himself and to the firm. His is a typical instance of thorough preparation in the Boston office for work in the field and it is no surpirse to the Boston office that he is "making good" in his chosen vocation.

Mr. George Dennett is at the present time looking after the trade in Sagadahoc County, Maine. We have received several good orders from him during the short period that he has been there and he apparently appreciates the fact that success in any line of business lies in close application to the work in hand, a close touch with the office and a determination to secure all the business in sight and to dig down and unearth that which may be under the surface. Success is measured by hard and

---

I want to personally thank every salesman of S. F. Bowser & Co. for the hearty co-operation they have given us in the six months just completed. You have made us feel that our interests were your interests and that we made no mistake when we set the mark at $1,000,000 for 1906.

The business for the six months was highly gratifying—by far the biggest six months this company ever had. The month of June alone showed shipments amounting to almost one-eighth of a million dollars, and marks a new era in Bowser prosperity.

This is the vacation season,—most of you are taking a well-earned rest. We hope you are having the finest kind of a time—you deserve it—you need it. Then when you get back to your territory, remember that the year is not ended until midnight of December 31st, and that it is going to mean a lot more good hard work to reach the hoped for and expected total—so make the most of your vacation and then buckle down to the same kind of work that you have been doing. The second six months must show a larger total than the first six months, and it will if you keep busy.

Sincerely yours,

A. J. Polhamus

General Manager.

We have here a sad example of the result of over-confidence. It would not be fair to even estimate anything but we cannot blame the East if they should recall the Old Testament story of Jonah.

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conscientious work and we expect Mr. Dennett will do a good business in Maine.

Business in Southern New Jersey requires good hard digging to turn it up, and our Mr. J. C. Dunsmoor is equal to the occasion. Reports and orders received from him during June go to show that he is one of the hard workers enlisted in the ranks of the G. A. B.

Mr. Walter Gledhill is doing a good business with the factory trade in the State of Connecticut. Among the several orders received during the past month from him we might mention the Show Hardware Co., at Waterbury. This order is the result of hard work on his part and is the forerunner of many similar orders that we expect to receive from him in Connecticut.

The Ladd boys in New York City would seem to be having their usual success among the trade there. The Tank business in New York City and vicinity has never been the easiest to bring out and it takes a couple of Yankee hustlers like the Ladd Twins to show how it is done. From the first their work has been marked by close application to business and an evident determination to triumph over all obstacles. "Discouragement?"—They don't know the meaning of the word and would have no use for it if they did.

We are pleased to note the large business received from Mr. F. W. Meegan during the past month. We are gratified to be able to report that Mr. Meegan has quite recovered from his recent illness and is again able to attend to the details of business.

Mr. F. A. Wrisley is demonstrating that there is more money in selling on commission than there is on salary, his sales for the month just past showing a decided gain over those of previous months, this being his first month selling Tanks on a commission basis.

Mr. H. W. M. Storer is hitting up the gasolene trade in Boston and vicinity in good style, his business for the past month having been very large, the result of hard work and persistancy on his part.

The popular cashier of the Boston office, Mr. G. C. Larcom, is another of the "good men and true" who has been stung by Cupid's arrows during this mild Spring weather. We have yet to learn that he made any resistance but certainly his capitulation is complete. How do we know? Guy says so himself. Right here let us state that Cupid has been paying considerable attention to the office force at Boston this Spring and one of the young ladies in the stenographic department is receiving the congratulations of her many friends on the occasion of her recent engagement. Who's next? Don't all speak at once. The Boomer congratulates both Miss Gilbert and Mr. Larcom and we wish them every happiness for the future.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.
On the First and Fifteenth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.
Copy for insertion must reach the editor ten days in advance of publication.
Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Did you ever go fishing?—so did the editor, and while doing it he had plenty of time to think. If you don't catch any more fish than the editor did you will have some thinking time, too.

There's a similarity in angling for the finny tribe and fishing for orders. You get out early in the morning and you hie away to a likely spot and start in; your bait is all prepared and your efforts are spent in tempting Mr. Bass to jump at the chance. Dinner time comes and night follows fast and no fish to your credit. Then back to the hotel you wend your weary way, tired and disgusted. If, however, you are a true sport, next day finds you at it again and that fish which refused to bite yesterday is the first to come to you. Had you let one day's discouragements keep you from trying the next, how many fish would, at the end of your vacation, be counted to your credit?

Start out each day with a new determination and orders, like fish, will come your way.

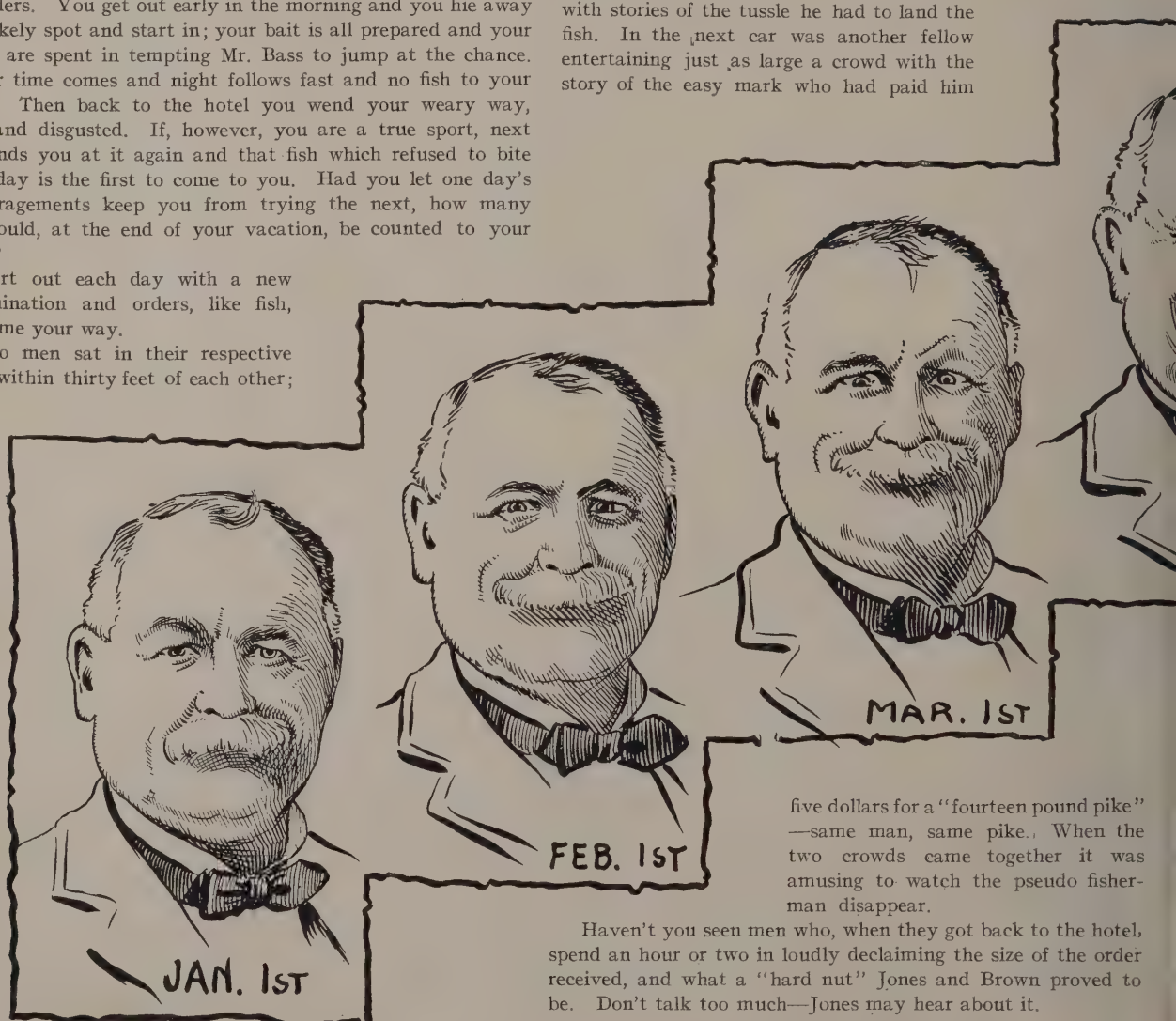
Two men sat in their respective boats within thirty feet of each other; one caught a nice string of fish, the editor caught none, so he stopped trying and watched to learn how it was done, and this is what he noticed. When the other fellow got a bite he didn't jerk away but he nursed it along gently—lead it around the end of the boat and when it was firmly hooked, brought it in.

Many an order is lost because the salesman is in a hurry to close. Take plenty of time, but don't let the man nibble away until your bait is gone—you can be too gentle with men as well as fish.

When fishing with live bait, be sure it is fresh. One morning we went out with a pail of minnows left over from the day before. The fish showed no liking for them, and we rowed back to shore. The dock man explained the need of fresh bait and kindly sold us a supply. Back we went and our luck was better.

Freshen up your arguments once in a while; get new ones; cater to the wants of your customers. A bare hook or a hook with a dead worm catches very little.

On the train coming home there was a young fellow with an "eighteen pound pike." He had a crowd of open-mouthed admirers around him and was regaling them with stories of the tussle he had to land the fish. In the next car was another fellow entertaining just as large a crowd with the story of the easy mark who had paid him five dollars for a "fourteen pound pike"—same man, same pike. When the two crowds came together it was amusing to watch the pseudo fisherman disappear.



Haven't you seen men who, when they got back to the hotel, spend an hour or two in loudly declaiming the size of the order received, and what a "hard nut" Jones and Brown proved to be. Don't talk too much—Jones may hear about it.

As each month comes to an end, Mr. Bowser's smile grows broader and still broader.

PRICE TOO HIGH

T. D. MATHERS

The question of price is one that almost invariably has to be met, and the objections on this score overcome before an order is secured. The same conditions would prevail to a great extent were the prices one-half what they are. It is the natural outgrowth of the desire on the part of the merchant to buy as cheap as possible.

We will do well to begin by appreciating this quality in the man we are endeavoring to sell, for the man who looks carefully into the price of an article as well as into its merits is usually a very desirable customer, and once he is thoroughly convinced you are offering him something by which he will be greatly benefited, the question of price, which is almost sure to arise, is easily disposed of. He has decided you have just what he needs; of course he wants the best, and that is precisely what you are offering him in a Bowser outfit.

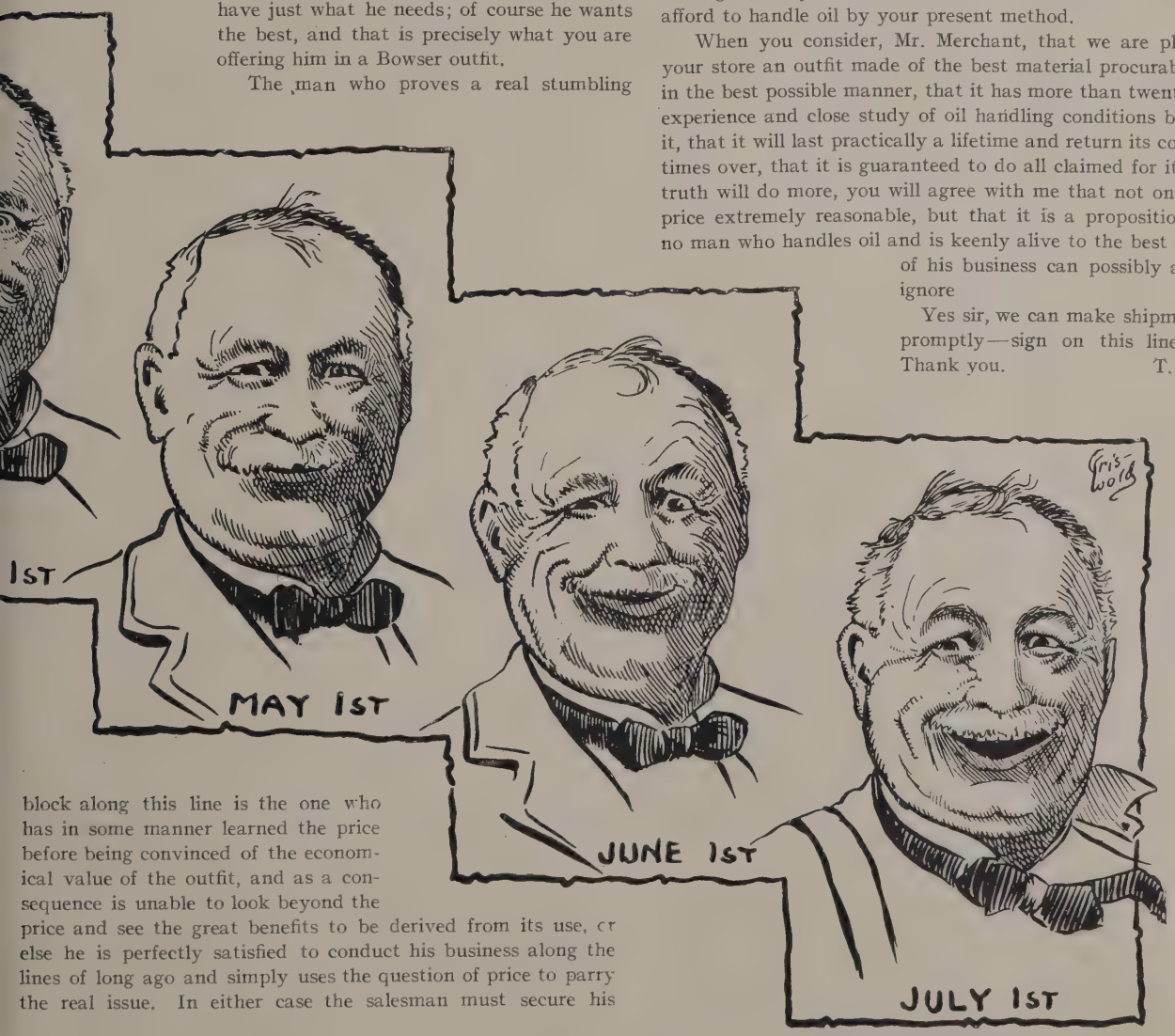
The man who proves a real stumbling block along this line is the one who has in some manner learned the price before being convinced of the economical value of the outfit, and as a consequence is unable to look beyond the price and see the great benefits to be derived from its use, or else he is perfectly satisfied to conduct his business along the lines of long ago and simply uses the question of price to parry the real issue. In either case the salesman must secure his closest attention and endeavor to induce him by showing him the many good things to be found in the Bowser method, to exhibit some genuine interest in the goods before allowing the price to again come to the front. If this can be accomplished he will invariably admit that, aside from the price, a Bowser Outfit is something really to be desired. After leading him up to this point it is the proper time to go after the "bugaboo" price and knock the fur off it. The smaller he can make it look the more certain he will be to get the order.

If he succeeds in making it assume the proportion of Bro. Bate's photo in the Boomer of May 15th, he will not be allowed to leave witohut it, and if I may disgress for a moment I will say that in my humble opinion there is no better way to accomplish this than along the line of argument submitted by Bro. Bate in that issue.

Mr. Merchant, the foundation upon which the enormous business of S. F. Bowser & Co. has been built is **honesty**—honest goods and honest prices. You may rest assured that they will never lower their high standard of quality or make the price too high. They could no more afford to do either than you can afford to handle oil by your present method.

When you consider, Mr. Merchant, that we are placing in your store an outfit made of the best material procurable, built in the best possible manner, that it has more than twenty years' experience and close study of oil handling conditions built into it, that it will last practically a lifetime and return its cost many times over, that it is guaranteed to do all claimed for it, and in truth will do more, you will agree with me that not only is the price extremely reasonable, but that it is a proposition which no man who handles oil and is keenly alive to the best interests of his business can possibly afford to ignore

Yes sir, we can make shipment very promptly—sign on this line please Thank you. T. D. M



how great his capacity is. Can he keep it up for six months longer? Try him and see.

THE PRODUCTION AND PROPERTIES OF GASOLENE

By T. H. Reardon.

(By courtesy of the publishers of "The Horseless Age.")

In the long list of natural products that are important factors in our modern civilization, whether regarded as a necessity, a general utility or a luxury, there is no one article that is entitled to higher rank than the petroleum distillate known as petroleum ether, comprising cymogene, rhigolene and gasolene. The only essential difference in these three products is the volatility and density as shown by the Baumé hydrometer. Cymogene has a Baumé density of 108°, a specific gravity of .590 and boils at 32° Fahr. Rhigolene has a Baumé density of 94—92°, a specific gravity of .625—.631, and boils at 65° Fahr. Both products are so volatile that pressure and cooling are generally employed in bringing about their condensation; both are principally used in surgery as local anesthetics, and, as their treatment is not strictly pertinent to the subject, they will not be dealt with extensively.

Gasolene is comprised between 74°—90°, Baumé scale, and specific gravities of .6889—.6363, the graduation between the different products being arbitrary to a certain extent, their separation being effected by a commercial process known as fractional distillation.

EARLY HISTORY OF GASOLENE.

The refining of crude petroleum first attained commercial importance about 1855, when the differences in volatility, density and other properties were noted and observed in a scientific way. Methods for separating the volatile from the less volatile constituents were devised and tested, the whole aim being to expel the lighter products (without any regard for the value of such products) and to obtain a good quality of illuminating oil free from such volatile products as would tend toward the production of an explosive vapor in lamps. The residue left in the stills after the kerosene was driven off was considered of but little value; in fact, the crude petroleum was worked solely for the kerosene it would yield—the light products and the heavier products being something that went to the "dump" by the shortest natural route.

The first shipment of kerosene arrived in New York in 1857; the oil had a dark brown color and an offensive odor; the lamp wicks crusted and the light was very poor; in spite of these objections, on account of scarcity, kerosene oil commanded $2 per gallon. About the year 1885, gasolene, which up to this time had been regarded as a by product of little value, commenced to attract the attention of refiners; from that time its use has steadily increased and it has gradually won popular favor until today all other products of petroleum sink into insignificance when compared with gasolene.

DISTILLATION PROCESSES.

A certain quantity of the crude oil, as it comes from the well, is pumped into a large iron still, not unlike a large steam boiler, the fires in the furnaces are lighted and the distillation is commenced. The different products will distill over in the order of volatility, the lightest passing over first

Different refiners have different methods, but it is considered good practice to continue the distillation until all gasolene has passed over, and then to redistill for the separation of the highly volatile products, and for the different grades of gasolene. By pursuing this course the gradation between a certain product and the next product of a higher density is more sharply defined, as there is always more or less tendency on the part of a heavy product to pass over with the light product. The Baumé density of the condensed distillate is frequently observed, and when a certain density is reached the delivery pipe is shifted to a certain receiving tank, the heat is increased and the further distillation of the crude oil is conducted for the production of illuminating oil.

PURIFICATION OF GASOLENE.

The purification at present generally takes place before the final distillations for the separation of particular grades. The process in brief is as follows: About 4 pounds sulphuric acid of 66° Baumé density are added for each barrel of gasolene undergoing treatment; the whole volume is agitated by means of an air blast for fifteen minutes, and allowed to settle for an hour. The acid and impurities settle to the bottom as sludge and are drawn off; the gasolene next receives a caustic soda treatment carried out in exactly the same manner as the acid treatment. This removes impurities of a different character, and removes any acidity that has resulted from the first treatment.

DISTILLATION FOR SPECIFIC PRODUCTS.

After the gasolene has been freed from impurities it is subjected to redistillation in a still for the separation of grades that do not differ more than two degrees in density and volatility. Steam heat is used in this process and, owing to the even temperature that can be maintained, and also to the excellence of the condensing apparatus, very close fractionation is possible.

USES OF GASOLENE.

At present gasolene is probably more important as a source of power in gasolene engines than on account of any other single application. Users of power are keenly on the alert for the appearance of a prime mover that can convert the thermal energy in fuel into mechanical power, and minimize, if not wholly eliminate, the thermo-dynamic waste that is inseparable from the steam engine. In addition to the high operative efficiency, the gasolene engine has one other very desirable feature, viz., immediate availability. For instance, power is wanted for an hour for some particular purpose; the engine can be started in a minute, fuel is consumed only while the engine is actually doing work, and as soon as the engine is stopped expense ceases. With steam at least half an hour and a lot of fuel are wasted getting ready, and when power is no longer needed a hot fire is still burning, which represents still further waste.

Where power is used in moderate amount and intermittently, the gasolene engine will be found highly efficient. In regard to the advantage of the gasolene engine over the steam engine in automobile service, a number of motorists were interviewed, and it seems to be the general consensus of opinion that where the gasolene is used as fuel to generate steam about twice the quantity must be used for a given amount of mechanical effect.

USE OF GASOLENE FOR HEATING.

Gasolene has a very extensive use in the household as a fuel in gasolene stoves; it is at present more used in rural than in thickly populated districts, the city gas service being more convenient and not any more expensive where such service exists. It is also used in brazing and also in plumbing work. It yields a very intense heat and is really indispensable in certain classes or work in which portability is the most important requirement.

GASOLENE AS A CLEANSING AGENT.

Gasolene is so generally used for this purpose and its merits are so universally known that it needs but brief mention. It has no active chemical properties, but it is an ideal solvent for oils and greases, and when applied to a fabric or a light colored kid glove containing such spots the oil or grease is at once dissolved, and may be completely washed out by the gasolene. As

it is colorless and leaves no residue on evaporation it may be used in nearly every instance for such work. As it is highly inflammable it should never be used in proximity to an open flame or near a fire. Many articles of clothing and attire that would be ruined by any laundry process can be washed in gasolene without undergoing discoloration or shrinkage.

AS AN ILLUMINATING AGENT.

Gasolene is used extensively for producing a gas that is used for illuminating purposes. The gas is formed by pumping air into a vessel containing gasolene, the proper pressure for the character of service desired is obtained in this way, and the gas is a simple mixture of gasolene vapor and air. The air not being present in sufficient quantity for combustion, the gas derives the additional oxygen necessary for combustion from the atmosphere in burning, the same as other gases do. The gas produced in this way is sometimes used in the ordinary open flame jet; frequently it is used, and to better advantage, in connection with Welshbac mantles, and used in this way it gives the incandescent gas light.

There are special apparatuses on the market for the production of gas of this kind, the apparatus being automatically regulated so that the proper pressure is always maintained in the generator. A supply of gasolene, sufficient for, say, six months or a year, being placed in the generator, and the small automatic air pump for maintaining the proper pressure being set in operation, the apparatus needs no further attention until the supply of gasolene is exhausted. A plant of this kind is generally placed in a location exterior to buildings as a matter of convenience, but also to eliminate the fire risk, which is paramount to every other consideration in the use of gasolene.

USE IN THE LABORATORY.

In the chemical laboratory the application of heat is a matter of greatest importance. Every precipitate obtained in gravimetric analysis must be subjected to heat of a certain degree, cooled in a desiccator and weighed on the balance, as final operations in executing a quantitative analysis. The heat required varies with the nature of the substance undergoing treatment; in certain cases drying to constant weight at 212° Fahr. is the correct thing; in other cases the heat of the Bunsen flame is necessary, while in the determination of calcium as oxide and magnesium as pyro-phosphate a stiff, white heat is necessary as long as this treatment will cause the precipitate to descreae in weight.

Ordinary illuminating gas is largely used, on account of its general convenience, but there are many instances where no gas is available in a laboratory. In the analysis of compounds for the estimation of sulphur present it is much better to use gasolene as a source of heat, as coal gas frequently contains sulphur, and if the precipitate in the crucible absorbs sulphur from the coal gas used for heating, a fictitious value will be given to the results of the analysis.

Gasolene will give any degree of heat that is required in regular laboratory work; it can be employed many miles away from the city and gas plant, and while everything is in its favor, a single objection to its use cannot be presented. The solvent action of gasolene on fats and oils, so commonly made use of in cleansing operations, is utilized in a far more elaborate way in the laboratory. An example will best illustrate its use. In the the analysis of butter a weighed sample is heated at 212° Fahr. as long as it decreases in weight; the loss in weight represents water driven off by evaporation; the residue in the dish is now digested with gasolene and filtered; every trace of fat will be dissolved and will pass through the filter, while the curd, casein' salt and mineral salts, being insoluble in gasolene, remain on the filter.

It is now only necessary to evaporate the gasolene, distill it off, at moderate temperature, and the fat, separated from every thing else, will be left as a residue in a convenient form to be weighed.

ENERGY IN GASOLENE.

The composition of gasolene as shown by its formula C_6H_{14} is carbon $\frac{72}{86}$, or 83.71%; hydrogen $\frac{14}{86}$, or 16.28%. Taking the thermal value of carbon at 14,500 heat units per pound and the corresponding value of hydrogen at 6,250 heat units per pound, calculation gives for 1 pound of gasolene: 14500 x 1831 x .1628 – 22313 heat units.

Converting pounds (74° Baumé) to gallons, 22313 x 5.72 – 127630 heat units; multiplying heat units to obtain equivalent in foot pounds thus: 127630 x 778–99296140 foot pounds. Reducing foot pounds to horse power hours thus: $\frac{99296140}{1980000}$=49 89 horse power hours as the energy in one gallon of gasolene, and which would be obtained if we had a gas engine of 100 per cent. efficiency.

Of course, 100 per cent. efficiency in anything is only an idle dream, but the gas engine is doing good work, but will in the near future do better work. It will not drive the steam engine to the wall, nor relegate it to the scrap heap, but it will continue to be what it is already—a very formidable rival.

Verily the vicissitudes of the wicked are many. Here we were patting ourselves on the back and congratulating each other that the new factory in Toronto would be well under way before the July issue of the Boomer, and instead of that, complication has stumbled head over heels after complication to prevent Mr. Bowser from saying the word "go." Why, with the new factory to give us a chance, we really don't see where the Western Division stands a show of winning. Can it be possible they are blocking the game. Perish the thought; it was inspired by our anxiety to get under way. Here's hoping that before the next issue we can send the good news that work has begun.

The versatile Bate, speech maker, letter writer and tank salesman, does not believe in limiting his sales too closely. If variety of tanks sold counts for anything, Bate takes the premium. The Province of Ontario seems to have a place for everything in the catalog, and some things that are not.

Napoleon Rosconi sold a fifteen-barrel, Cut 41, with 12-gauge tank, 2 1-2 gallon pump and gallon meter to a general store. Can the States beat that? He likewise landed a hardware dealer for a twenty-barrel, Cut 41. Now beat it.

Tom Cragg and W. R. Hance journeyed to Fort Wayne the first week in July and received enough inspiration and good news to last them through the hot season. Conditions at the factory indicate an unprecedented era of prosperity for the tank salesmen.

The factory received five orders in one day from J. E. Hale, and three of them were for five barrel cellar outfits. That is one of the reasons Toronto has doubled last years' business.

CARTIER, ONT., June 26, 1906.

MESSRS. S. F. BOWSER & CO., INC., Toronto, Ontario.

Dear Sirs:—Please find enclosed my daily call reports, and orders No. 765 and 766' which you will kindly hurry forward,

I had a very narrow escape of being badly hurt or killed. I was in a very bad railway wreck on the C. P. R. In order to get over the road a little faster, I got a permit from Superintendent to ride from White River to Chapleau on what is called a coach train of empty passenger cars coming east. There were eighteen coaches on the train, I being the only passenger I had my pick out of the eighteen coaches, and of course picked the cleanest looking car. I tell you my choice was a very lucky one; I just missed it by one coach. The entire seven coaches ahead of the car I was in were smashed to kindling wood. At the time being all alone, I was reading my June Bowser Boomer, and had just got to where Saunders had the coon in the Bowser Tank. After the shock came I was standing on my head with the Boomer still in my hand. I really had to laugh at myself after the crash was over, and when I got to my feet again I did some sprinting to get out of my car, and when I saw the wreck I was quite thankful that I was not badly hurt. My shoulder struck one of the seats as I was coming down, and is quite sore today, but I am able to carry my grip. This makes my second bad railroad wreck I have been in since New Years, and hope that it will be the last. It gives one a horror all the time you are in the cars for several days after.

Yours very truly, THOMAS CRAGG.

A QUESTION COLUMN

Each month one column will be reserved for questions. Questions that come up will be inserted and every reader is invited to answer them. The best answers will be published in the succeeding issue.

If you have questions that have a direct bearing on the sale of Bowser Tanks, send them in. This is your column—we want you to use it.

Start it going by answering these that have been asked:

1. What shall I give as my reason for refusing to sell a Cut 41 pump without the tank, the customer claiming he can furnish his own tank?

2. A frequent objection raised in my territory is: The cost would consume all my profit in oil for several years to come. What is the best line of argument to meet that?

NEW MEN WITH THE BOWSER GRIP

The following is a list of the men who have taken up the line since June 15th:

F. M. SMALTZ.....Illinois
W. MUMFORD.....Illinois
J. D. TIBBALS.....Illinois
W. L. BRINTNAL.....Michigan
C. H. VAN GORDER.....Illinois
T. F. GASKINS.....Ohio

We wish them every success.

HAD TO TAKE AN INTEREST

Two "commercial tourists" of the pine board persuasion met in the Union depot the other day.

"Hello Charlie," says No. 1, "haven't seen you in an age. What are you doing now?"

"Oh, I am in the same old line," responded No. 2

"With the same house?"

"Yes, same old concern, but situated a little differently."

"How is that?"

"Well, I've got an interest."

"Is that so? How long since?"

"Since the first of the month."

"Let me congratulate you."

"Yes, the old man told me I'd got to take an interest in the business this year or quit. So I took the interest."

DEAR BILL:—We have just finished the first half of the year and I want to congratulate you on the good work you have done. You have been diggin' to good purpose. You have torn up a few good orders by the roots and you have just taken the top soil from a lot of others. In fact you have only begun to dig and the prospects are better the farther down you go. While we haven't quite made our quota for the first six months I am sure you will finish strong.—"Keep diggin'."

We are not playing any favorites when it comes to either the Eastern or Western Division, but I certainly will soon have to "take a poke" at the Assistant General Managers. When we drop a nice fat order into the Eastern Division, Bechtel will come and shake his fist at me and say we are favoring the East. When we drop a good one into the quota of the Western Division Savercool makes faces at me and says we are favoring the West. So you see we are between the "Devil and the deep sea;" you can take a pencil and figure out which is which.

Well, Bill, I am proud of you and know that at the end of the next six months we will be there with the goods. "Keep diggin'."

Yours, DUNK.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1 AUGUST 5, 1906 NO. 10

THE GOOD OLD SUMMER TIME

The Good Old Summer Time is well nigh gone, and all of the boys have spent their vacations at various resorts and in different ways. We look for fishing stories galore within the next few weeks, and will be glad to receive any contributions along this line for use in the "Boomer."

It has not been possible to give the standing of the two divisions in the first of the month Boomer, and to wait until the middle of the month makes the news old. The Boomer will, therefore, be issued on the 5th and 20th of each month, and the results given in the first issue. This record is shown on page three.

The advantages of having a snap shot artist on hand when on a picnic are clearly demonstrated in the above. These pictures might have been lost forever had it been otherwise.

The Annual Bowser Excursion and Picnic was held at Winona Lake July 13th, and nearly 1,000 employees, their families and their friends took advantage of the opportunity afforded for having a fine time.

This excursion cost those going nothing in the way of fare or admission to the grounds, as the firm, in accordance with its established custom, generously foots all bills, paying the men their full wages as well. Some of the salesmen were in town and naturally accompanied the crowd.

The features of the day, some of which are illustrated, were a baseball game between the office and the shop, in which the shop got the best of it in spite of the masterful pitching of J. L. Mattoon. Also a tennis tournament in which C. A. Dunkelberg and S. B Bechtel beat C. A. Carrel and H. C. Storr, after the latter had unmercifully walloped J. L. Mattoon and the Editor.

HOW THEY STAND

A Summary of Shipments to July 31st, 1906

Eastern Division		Western Division	
First six months	$245,412.39	First six months	$245,833.13
July	32,281.93	July	35,759.30
Total	$277,694.32	Total	$281,592.43

As the shipments for July, 1905, amounted to $33,536.76, the above shows a gain of 105 4-5 per cent. for the month.

How's that for Vacation Time and a Hot Month? Keep It Up---the Million's Easy.

My First Sale

AS TOLD BY A GREEN SALESMAN

Early in May Mr. Zahrt handed me a Bowser grip, Mr. Inslee furnished a calling list, everybody gave me advice, and I went down into Southern Iowa to sell tanks. I landed in my territory at 7 A. M. on Monday, and with all the enthusiasm of youth, sailed in.

The town I had selected as a center had twenty-three merchants who, I was assured, would be easily sold, and already I had visions of large commissions from many sales. Most of the merchants were grouped around the square and I determined to take them in order. Then I made my first call. "Good morning Mr. M." (not that I was sure he was the proprietor, but because I knew he would feel flattered if he were a clerk, while if he were Mr. M., then I had started all right.) "I'm representing S. F. Bowser & Co., of Fort Wayne, Ind.; we make the well-known Bowser Oil Tank and"—"Got two now," he interrupted. "Oh, yes, I wanted to ask for an opportunity of looking at them; are they all right? We are instructed to call on all users of our outfits to make sure that everything is satisfactory." said I. "No objection at all; perfectly satisfactory. Best thing in the store." So I looked them over, thanked him and bade him a good morning, for the tanks were new, were good and adequately answered every requirement. He had just bought out the store and these were included.

Before leaving, I requested the privilege of using his name as a reference to convince some brother merchant of the merits of my goods. I found it an excellent plan to be able to do this, providing I had first made sure that the reference was willing.

And so it went, until 10:30 A. M., when I called on a Mr. D. Didn't want a tank—had the best oil tank made—self-measuring and all. Yes, I could see it, but it wouldn't do any good. A dozen men had tried to sell him something else. He was gruff and his clerks were smiling. I was feeling blue, but back I went and found the "self-measuring tank." It was one made in Fort Wayne, too. I took up a gallon measure and pumped what should have been a gallon—the measure was half full. I tried it again and it ran over, so I washed my hands, wiped off my feet and went back to the owner

"Mr. D., I've seen your tank, now I want just three minutes of your time," and taking out my model, started to demonstrate, but he walked away and I per force waited.

Just then a little girl came in for a gallon of oil and, taking the can, Mr. D. himself went back to the tank. I went with him, watch in hand. Mr. D. pumped a gallon and was short, pumped a little more and it flowed over. The full can held more than a gallon so he poured some back into the tank, guessing at the amount. Taking the dripping can over to the faucet, he wiped it off and set it down, while he washed his hands. Then he took the girl's money and the sale was made—time, four and one-half minutes.

Then I had him. "Mr. D., it took you ten times as long to wait on that customer as it would with my tank." He doubted, but was interested and permitted the demonstration. In using my model, I laid special stress on those points which my observation had taught me must appeal to him. He was a busy man so I stuck close to business. I pumped the little can full at one stroke; I filled it again with four "quart" strokes and emphasized its accuracy. I took the can off, represented it as being the little girl's can, hung it on the nozzle, filled it, took it off and started away, to show how quickly it could be done.

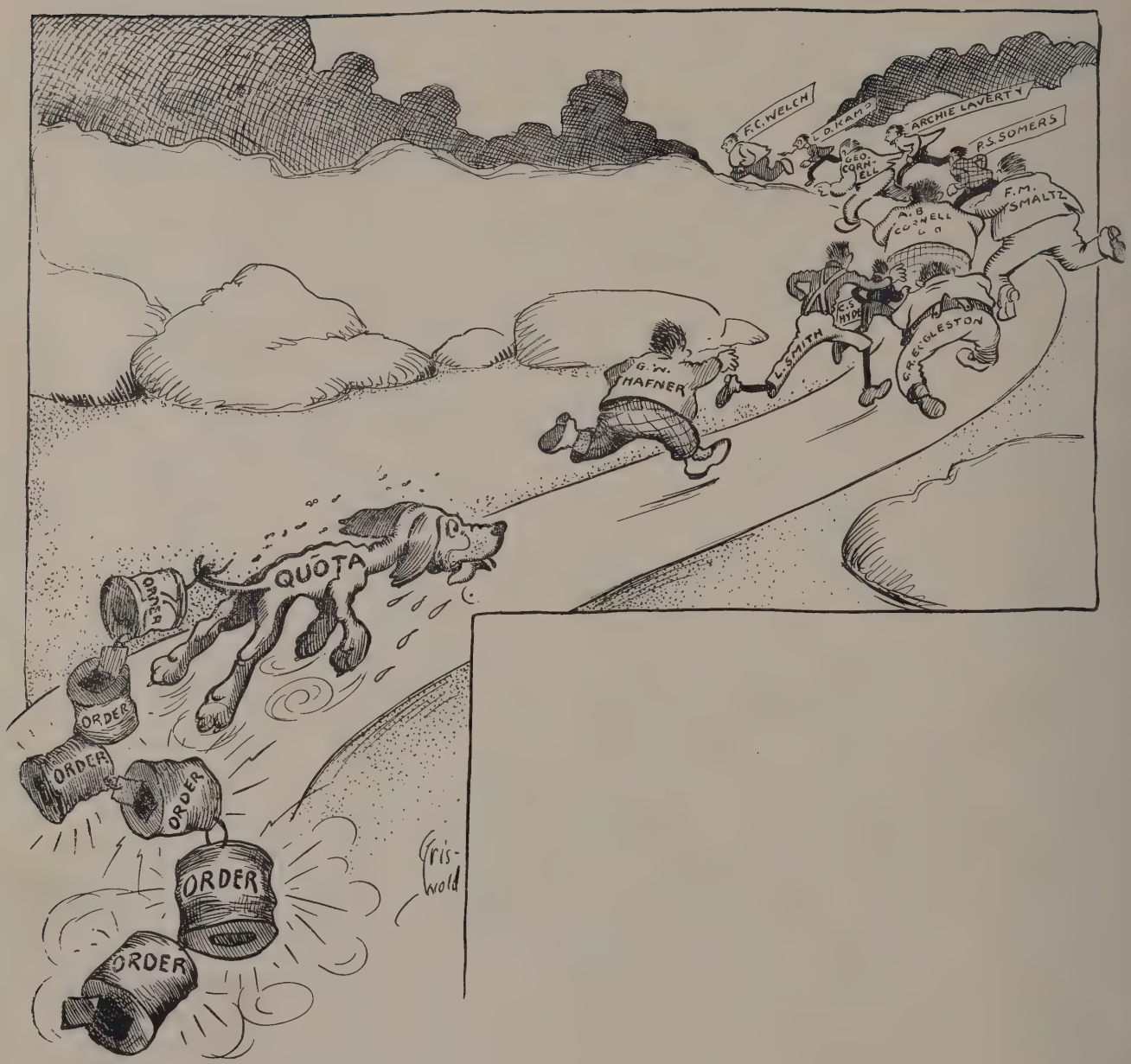
I explained the Anti-drip Nozzle and the double valves, and the reasons for accuracy of measure, which solved the question of cleanliness. Then I said: "Mr. D., if a fire started in your oil room could you save it, for the tank you have has caused oil soaked floors; the air is laden with oil vapor?" He didn't know.

"My company guarantees that this tank will not leak, will not spill the oil, will not allow it to evaporate. Now, if you don't think I have a proposition that will pay you 100% on your investment, then I'll say good morning."

In three minutes I had sold him a 3-Bbl. Cellar, Cut 1, and the world assumed a rosier hue.

Yours,

I. B. GREEN.



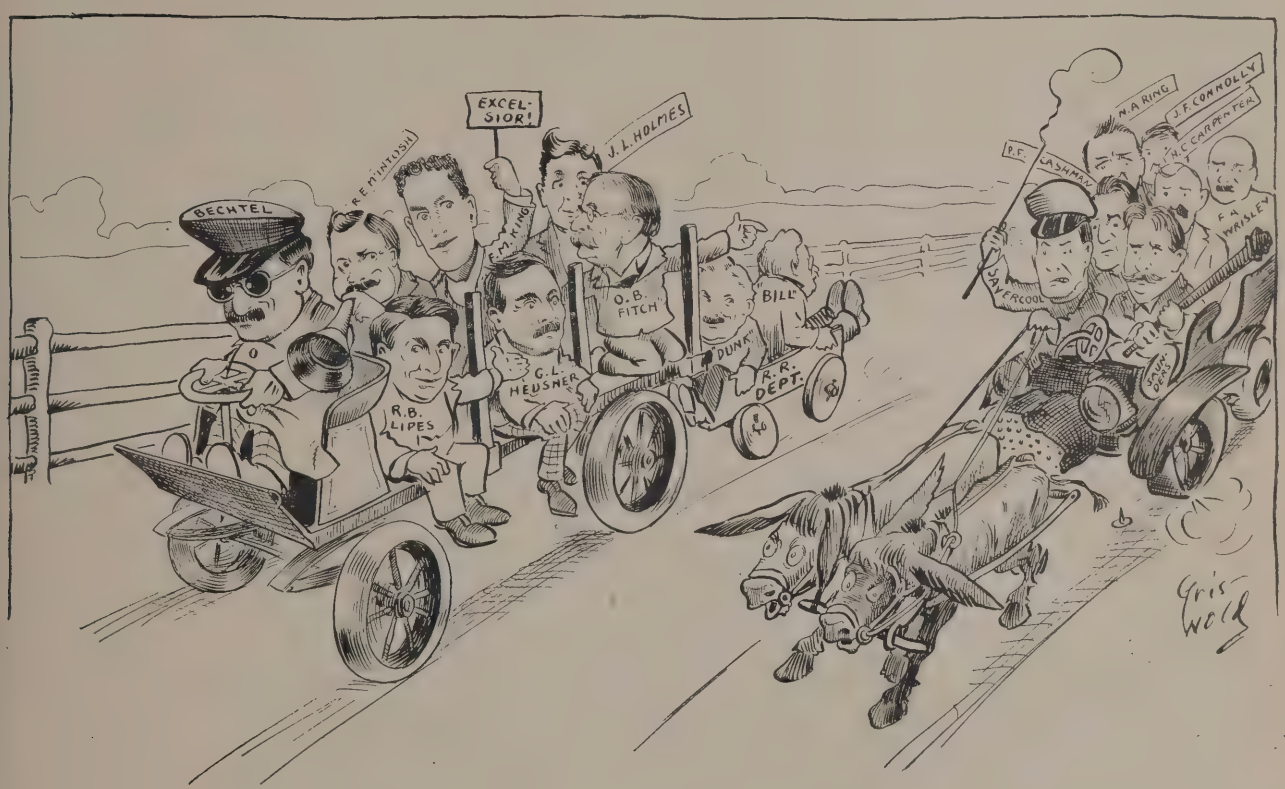
These men are not afraid of the dog—they have simply gone for more cans. The dog foolishly considers them as friends and is putting forth his best efforts to catch up, not realizing these men are working tooth and nail to keep on tormenting and beating him.

Foolish dog,—his best friends will not recognize him by the 1st of January, 1907.

EDITOR'S NOTE—Our artist should have reversed the position of the principles in this cartoon, as our original idea was to show the dog running away from them and not after his tormentors.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 1. FORT WAYNE, INDIANA, AUGUST 20, 1906. NO. 11



THE BOWSER TOUR IS ON

The contest is strenuous---every one is striving hard for a majority of points. Already each has a total of over 300,000 points and the course only three-fourths run. The Eastern Division looks a little disconsolate, but wait until they get more gasolene and then you will "see their smoke."

The business for the first seven months of 1906, shows an increase over the same period of last year of sixty-eight and three-fifth per cent.

WHY?

Why is an adverb, though not of degree ;
It's an adverb of trouble for you and for me;
Of all the words "spoke" in the course of a day
There's none we hate more than to hear people say—

Why are you wearing last season's hat?
Why don't you shut the door?
Why don't you borrow from somebody else?
Why come to me for more?
Why do you think and vote as you do—and
Why do you live out of town?
Why is your mother-in-law on her ear—and
Why is your health running down?

Why is that nose of yours getting so red?
Why not swear off and be wise?
Why does your business show such a big loss?
Why don't you advertise?
Why don't you "mote" and why don't you golf—and
Why don't you horse-back all day?
Why are you wearing that loud suit of clothes—and
Why don't you do as I say?

Now the Bowser boys when abroad in the land
Have some mighty good "Whys" of their own;
Their queries are logical—right to the point;
And some are here made known.

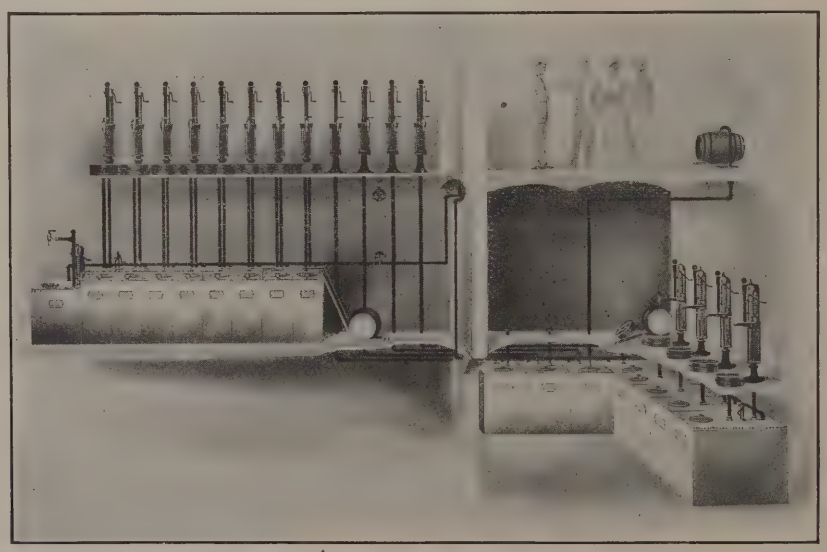
Why don't you buy a ten-barrel tank—
And a gallon self-measuring pump?
Why don't you buy the best in the world
And see your oil sales jump?
And why do you do "As grandfather did"
Before Bowser his tanks invented?
Why do you stay in the same old rut
And imagine yourself contented?

Why do you give me that "Please call again?"
Why don't you make it today?
Why don't you know a good thing when it's here?
Why do you wish to delay?
Why don't you act as the wise ones do,
And build your business broader?
Why don't you see the saving you'll make?
WHY CAN'T I HAVE YOUR ORDER?

—*Pop.*

Two excellent orders that should be mentioned are two that came in one mail from J. L. Holmes—one for $3,275 to a big cotton factory in Rio Blanco, Mex., two 6,000-gallon L. D. outfits for naptha, two similar outfits for lubricating oils, seventeen cut 72 and three five-barrel, cut 50.

The other was for two forty-barrel, cut 41, one for lubricating oil and the other for coal oil. Sales of this kind in a foreign country speak highly of the ability of the salesman and the merits of the goods.



This equipment shows twelve cut 15 pumps, eight in the stor and four for volatile oils in a vault under the sidewalk; four cut 41 Long Distance Pumps connected with tanks in vault. and one cut 9, all with type B. tanks. All tanks are vented to the roof. Cellar tanks are provided with a barrel track and hoist to facilitate filling. Combination skid and barrel drainer in vault show method of filling cellar tank through drip pan.

A CASE OF PERSISTENCY.

JAMESTOWN, N. D., June 13, 1906.

Editor of *Boomers*

DEAR SIRS—For the possible benefit of some new man with a Bowser grip I send you description of a recent experience of mine, which may or may not be worth printing.

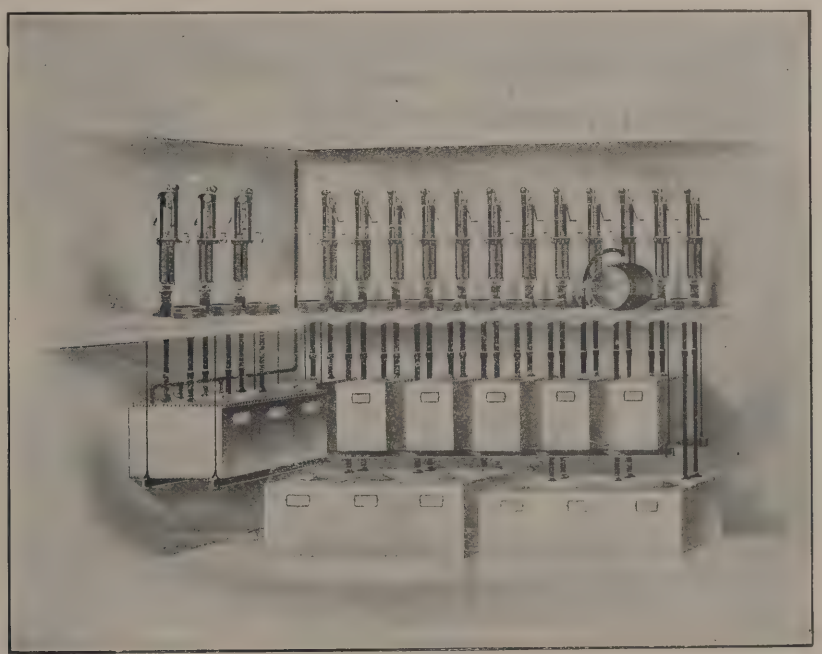
A firm composed of three partners gave me an order for a two-barrel kerosene tank, and then cancelled it before we had a chance to ship it. I called several times, but never could get the three partners together. If two of them were on hand the third was away, and they advanced the plea that they could not afford to invest. Last week I called again, got the partner who was the cause of the cancellation to own up that they needed a tank, that they undoubtedly were a good thing and that they ought to have their share of the good things of life, but that he was too busy to go into the matter in detail, but if the other partners, who were absent at the time, were willing, he would not interfere this time. Then I got the ear of one of the others for about fifteen minutes. He promised to see me after dinner. I waited two hours. He did not show up. I went to his house and found he had gone into the country to sell a threshing machine. Other matters compelled me to leave the town and I could not return again for a week. Then I showed up at their place of business and was greeted with these words: "I supposed we had seen the last of you." "Get my goods in here and it may be that way."

Now, I got there at 12:20 p. m. Some member out in the country this time making sale of a steam brake. I waited two hours, caught him going to dinner, waited until he was through. He came to the store, got in a wagon and went out into the country—this time to repair some machinery. I waited, prowled around the town, and to keep up appearances sold a druggist a two-barrel outfit. This man had turned me down before.

At 8 p. m. my salesman merchant and prospective customer had returned and I was on hand. I got him into what he called the office and hadn't spoken fully a dozen words to him when a couple of men called him to one side and talked politics to him from 8 until 11:38 p. m. By this time the clerks and other partners were gone and I was still looking at my blank order book. He counted up his cash receipts and then told me it was time I was hunting my hotel. I told him it was time to saw wood, and finally, at 1:15 a. m., wrote him for a ten barrel cellar outfit No. 1 for immediate shipment. And as I had arisen the day before at 3 a. m., I felt as if it had been a long day.

The above experience simply goes to show that persistence in the right direction will win.

A. B. CORNELL.



Fifteen cut 15 outfits installed where cellar space was limited. Note arrangement of nine tanks on swing shelf. Tanks all filled from above through drip pans. This equipment could also be arranged so as to fill from outside the building.

HARD SLEDDING.

Clifton Forge, Va., July 21, 1906.

Mr. H. B. Harper, Editor B. B. B., Fort Wayne, Ind.

Dear Sir:—In reply to your request of the 18th for a photo, as soon as I can get out of these bushes into civilization I will have some taken and send you. I have just had about the toughest trip in all my experience on the road. I had to ride one trip with an Indiana man. This man had his wife and little son with him. We had a double team and were to reach Mountain Grove Friday night. We arrived there at 7:30 p. m. The merchant there runs the store, also the hotel. He would not sell us horse-feed, food for ourselves, nor would he give us a light's lodging. He had just been arrested for running a hotel without a license.

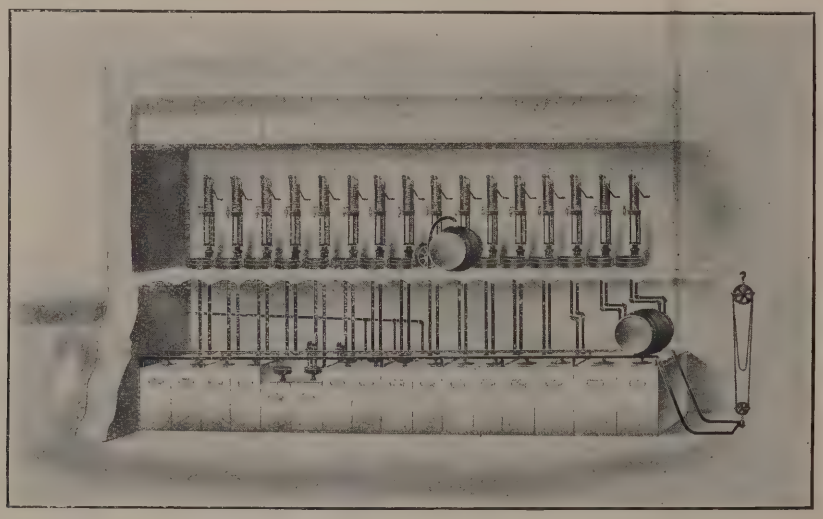
We were about thirty miles from the Warm Springs, the nearest hotel, so with a dead-tired team we started out to try and make it. The country is all mountains and very high ones, at that, with just a cabin every few miles. We tried to buy something to eat from each one as we came to it, but all said they had nothing. I think they took us for revenue officers and for that reason refused to sell us anything. I had a case like this in Rockbridge, and when the old fellow found out his mistake he bought a tank to square himself. We kept trying until 11 o'clock, when we struck a little two-room cabin, where we bought some hay, had a cold cup of coffee, some cold bread, which we could not eat, and some raw onions. We thanked him for the lay-out, but told him we were not very hungry. After the horses had a rest and some of the hay we started again and made the top of the highest mountain, where we pulled off to one side, unhitched, made Mrs. Hanson and her little boy as comfortable as possible, and Hanson and I then found a log and sat down to wait for dawn. It was a long wait, and as we had had nothing to eat since breakfast, we were good and empty, but we amused each other by talking of good hotels and good dinners.

When daylight came we again started, arrived at Hot Springs in time to catch the 7 o'clock train here, and ate a good breakfast, our first meal since breakfast the day before. I did not try to sell the gentleman at Mountain Grove a tank, as I was too weak to talk. When I go back in that country, I will take a week's rations and a camp bed.

Possibly Mr. Dunkelberg would like to try a hunting trip there sometime, and I will give him a chance to try his hand on this kind of wild game. When we passed a cabin you would see no one, but if you looked carefully you could see them peeping from behind some out-building or through the windows. They are wild enough to hunt, all right.

I would like to see a B. B. I have not received one since June 15th. Would be glad if you would mail it to Evans Hotel, Winchester, Va. I will be there the 29th. Yours truly,

W. B. Lynham.



Sixteen cut 15 tanks and pumps, fourteen two-ba.rel and two one-barrel, with barrel track over all tanks. Two one-barrel tanks fitted with agitators to prevent contents settling. One tank filled from below through bung faucet and another from above with siphone. Tanks for volatil oils provided with vent pipe.

Bowser's Boston Boys

Mr. H. C. Carpenter, Jr., who has been working the drug and heavy oil trade in Boston and vicinity, is now enjoying a well-earned vacation in Vermont. Mr. Carpenter's good work and the results thereof have been commented on in these columns previously.

We are glad to be able to report that our Maine friend, Mr. N. A. Ring, is able to be about and looking after the trade. A fine ten-barrel tank order is the evidence that we have as proof. We are especially glad to learn that he has improved as this order would go to show.

The order for the largest garage equipment thus far sold has recently been secured by the Boston office. It is for the Automobile Club of America, New York city, whose new building is now in process of erection. In securing this order, Mr. Savercool was assisted by Mr. Fred Knoche.

We had the pleasure of a call from our veteran salesman, Mr. Geo. W. Bigelow, last week. Mr. Bigelow was on his annual vacation and in accordance with his regular custom, called at the Boston office to see the boys and renew acquaintances. Mr. Bigelow is now back on his teritory in New York looking after his trade.

Mr. E. M. Savercool, assistant general manager, is at the present time enjoying a vacation. So quietly did he fold his desk and steal away that no one had time to ask him all about his plans, etc. In fact, in confessing our ignorance to his whereabouts at the present time, we can only truthfully say: "We don't know where he's going, but he is on his way."

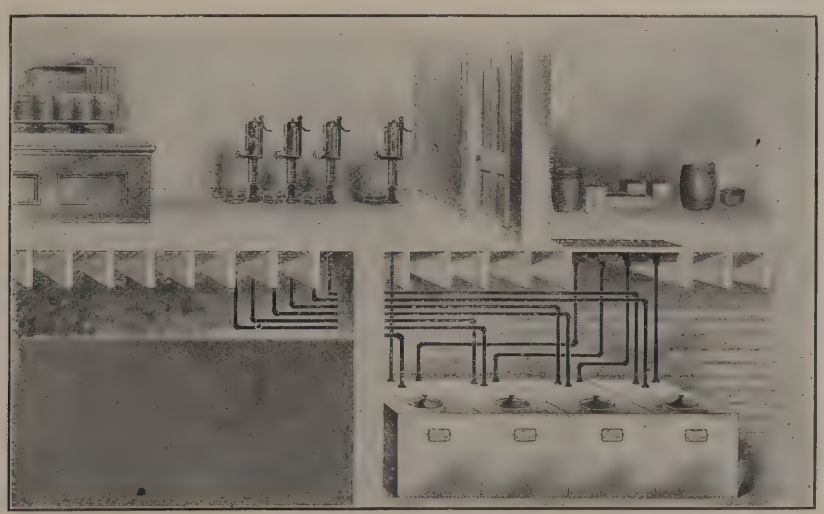
Mr. Edward Bryld, who is looking after the trade in southern New York state, has added to his canvassing outfit a horse and buggy. This makes him independent of the local electric street railways and enables him to call on the out-of-the-way merchants (and they are well worth a call) that might not otherwise be informed regarding the merits of Bowser tanks.

A very good order secured by F. F. Davis, of the Boston office, is that of H. C. Frick, of Prides Crossing, Mass. This consists of a 1,000-gallon, three-sixteenths steel tank, with nickel-plated No. 41 pump, meter and filter for gasolene. There are also two one-barrel No. 15 outfits for lubricating oils, one pump finished in full nickel-plate and one in polished brass.

The Boston office is authentically informed that our good friend and former Boston salesman, Mr. Geo. R. Quarles, of Philadelphia, is the happy and proud father of a "set" of twins recently arrived—a boy and a girl. The Boston boys extend congratulations to the Quarles family and anticipate that the younger Quarles will follow in "dad's" footsteps and be a first-class tank salesman in years to come.

Talking of vacations, a most pleasant theme at this time of the year, we are advised that Mr. F. W. Meegan lef New York on Saturday, the 11th inst., for a two weeks' trip to St. John's, Newfoundland. We dare say that he will find that antique seaport and "Little Old New York" offer a noticeable contrast—something that every hard-working man of business seeks after when in quest of a rest and recreation.

(*Concluded on Page 11.*)



A small equipment for four oils, especially designed to meet the demands of the average hardware dealer, handling oil. Shows offset tanks and with fill pipes running to floor directly above; terminating in the cut 135 filler boxes. This illustrates the possibility of adapting our outfits to every requirement or condition you may meet.

THE BOWSER

BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.
On the Fifth and Twentieth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication.

Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

The Boomer was intended primarily to serve two purposes, the one to keep the salesman in touch with each other, the other edcuational.

* * *

In pursuance to this second motive we are illustrating six model equipments for heavy or paint-oil trade. These are all wash drawings adapted from actual sales made within the last few months. Installations of the same style have been repeatedly made and their entire practicability is vouched for by the users. It will assist you in making similar sales to carefully study these cuts. If every point is not clear do not hesitate to ask for an explanation. It's intended as a means of better acquainting its men with every feature of our product and will be followed with others along similar lines.

* * *

No man can know his line too well. The better he knows it the easier he can make sales. Many a man makes the mistake of trying to sell without knowing much more or as much as the customer he is anxious to secure. You must sell your goods on their merits. If you do not know these merits, how can you look for success?

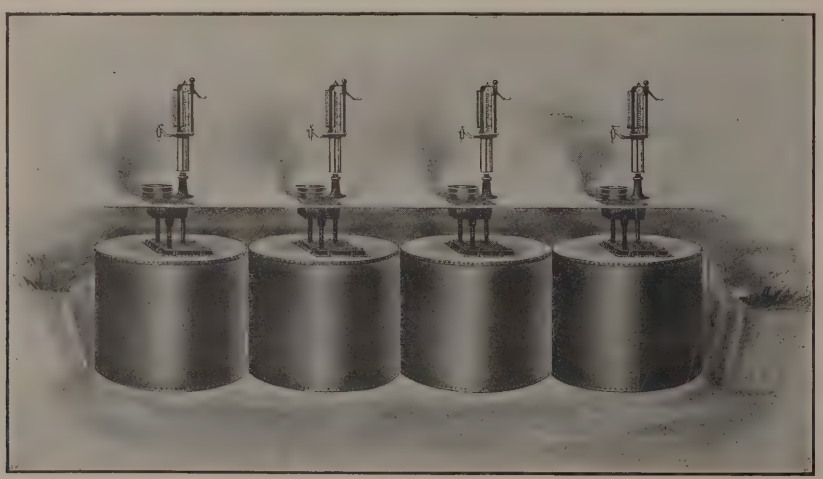
* * *

You may make sales—probablywill— but those same orders might easily be larger ones were you familiar with every reason why for a better equipment.

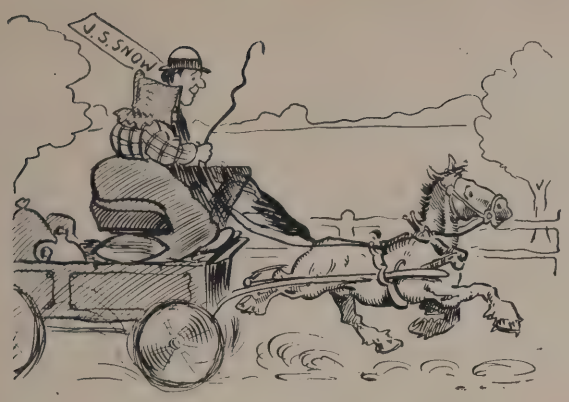
* * *

Knowledge will save you from selling a cut 19 to a cut 9 prospect, for instance—that is, it will enable you to recommend and sell just the outfit your customer need. He must take your word for it, he knows he wants something; you convince him that a certain style is just the thing. If it is not he blames the company and gives the system a "black eye." If it is right, he is quick to say so, recommends it to his friends and paves the way to other sales. A satisfied user is a salesman for the company. You can learn all about the tanks while at the factory and with the aid of our literature. Then learn your trade, study each customer, familiarize yourself with his conditions and needs. Don't be in a hurry to make the

(*Concluded on Page 7.*)



Four under the floor outfits with cut 15 pumps for heavy oils. Just the equipment for the dealer who has no basement or cellar, but wants to have the advantages of the cellar type.



SHE WANTED A TANK.

HARTFORD, Conn., June 24, 1906.

The Editor *Bowser Business Boomer,*
Fort Wayne, Ind.

DEAR SIR:—

It may be interesting to some of the "boys" to know about my experience in selling a ten-barrel cut No. 42 outfit for kerosene to a Mr. C., at Lagrangeville, N. Y., today.

This town is very small and the grocers rely upon orders taken by them over quite a territory. They make a drive of between fifteen and twenty miles three times a week and deliver the other three days.

When I called on Mr. C. this morning he was out on his order team. His wife telephoned several parties on his route, but failed to catch him. They all reported that he had just left. She then borrowed a harness and hitched up another horse, got a neighbor to tend store, changed her dress and together we started to catch Mr. C.

We drove about six miles and finally cornered him on a road which led to a farm house, but no further, so she was sure we had him. We met him returning and stopped in the road and talked tanks for about one hour and a half. Mrs. C. then took his team and started to finish his route, while Mr. C. and I went back to his store. We started in on cut No. 19 and I finally landed him for the above-mentioned outfit.

I relate it because of the fact it struck me as being one peculiar way of selling a man a Bowser Tank, and also because of the fact that Mrs. C. is the first woman I have encountered who took any interest in tanks to speak of. She was bound he should have a Bowser, and he got it. Very respectfully

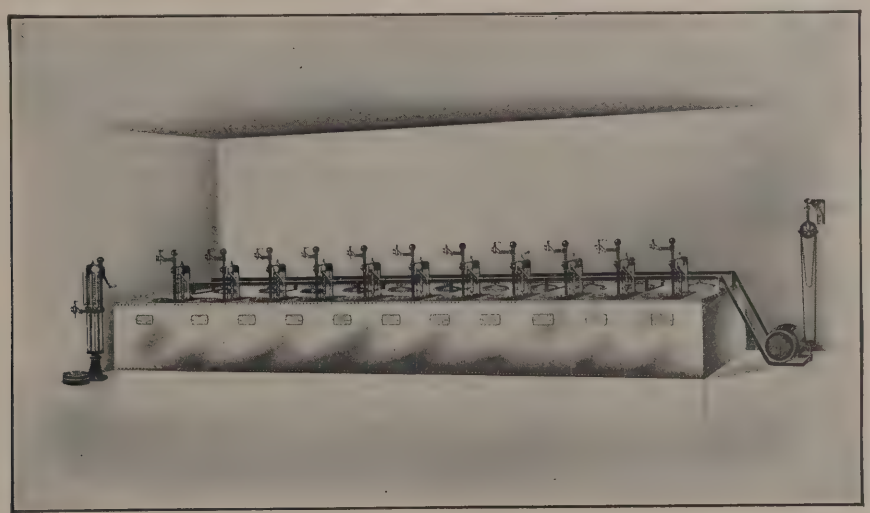
JAMES S. SNOW.

(*Concluded from Page 6.*)

sale and move on. Take time to learn what your prospect should have. For this the Boomer columns are of no value. You must see for yourself, and seeing, know just what to offer.

* * *

Knowledge is power and the lack of it has caused a lot of men to spend their money foolishly. Don't spend yours that way and don't let your customers spend his, for he is bound to blame you. There is but one way to get knowledge—that is by close application. Study your model and your advertising matter, study conditions, study oils, study your trade and run a correspondence course with the home office. If the "Boomer" can help you, that's what it is for, ask it.



Ten cut 9 outfits, eight three-barrel and two five-barrel with one cut 41 Long Distance for gasolene. Shows barrel track and hoist. An equipment of this kind instead of detracting from the appearance of a store, adds to it. A similar outfit sold Chas. M. Moser's Sons Cincinnati, has made the interior of their store one of the finest in the United States.

We have here a field meet---with three events under way. The game has been very interesting, sometimes exciting, and all contestants evenly matched. An amusing incident in connection with the several events was a guessing contest as to which Ladd was which; why Laverty was in the heavy-weight class, and how Snow ever got so high. Bowen was scheduled to participate, but he has been so busy cleaning up competition in the tank line that his name was scratched.

Question? Column

We are indebted to J. B. Bate, W. Mumford and Jas. S. Snow for answers to the questions that appeared in the July 15th issue. The answers were along similar lines, so we have taken the best of all of them and give the consolidated reply.

Question No. 1. What shall I give as my reason for refusing to sell a cut 41 pump without the tank, the customer claiming he can furnish his own tank?

"We use a line of argument up here that sometimes fills the bill and try to show the prospect that a tank to which a Bowser Pump 41 or 44 is attached must be so and so, and that none except our make is that. I say: I cannot sell you a cut 41 pump alone, Mr. Buyer, because we give with all our goods an absolute rock-bottom three years' guarantee, something we could not do when we know nothing about how your tank is made or its quality. It is necessary these tanks are positively gas tight in every way, or it is likely our pump may fail to do perfect work and the first thing we know we will be getting a bad name for our goods when it is not our fault, but the public will not know that.

Then again, if you look at this section—cut 142—you will see we make a special filler pipe and flange connection, also stuffing box and connection for foot valves and suction pipe and if you are to go to work and have special patterns made of those to fit up your tank properly you will find it costs more than buying the tank as well as pump from us." J. B.

"It is necessary to have the tank made as our tanks are made in every particular in order to insure satisfaction, and when a cheap or inferior tank is used it is seldom that the outfit works properly. The consequence is that the pump of our manufacture, which is perfect, has to take the "black eye" for the faulty construction of the tank." J. S.

"We have made a specialty of making *oil tanks*, something no one else in the United States has. Our tanks are particularly adapted to the peculiar requirements of oil storage. The pump without the tank would not be any good; the pump with a poor tank would not be verp much better, but the pump with a Bowser tank gives a man the best possible arrangement for the handling and storing of oil."

Your customer will also find that if he wants to buy a cash register or a cheese cutter, or if he deals in agricultural implements he could not buy a part of the article at one place and the balance somewhere else. The Bowser long-distance outfit is just as much a unit as a dynamo and to buy the pump without the tank should be considered no more than to buy a dynamo armature of one company and the frame of another.

Question No. 2. A frequent objection raised in my territory is: The cost would consume all my profit in oil for several years to come. What is the best line of argument to meet this?

"The argument I advance to meet this is that by the customer's present way of handling oil he is losing about 1 cent per gallon through waste, leakage, measures, etc., and if he sells, say 2,400 gallons a year, that means a loss of $24.00, but if he uses one of our tanks it means $24.00 added to his present profit, as the oil consequently is a good investment. Our self-measuring tank commences at the start to cut off his past losses and begins to save for him and continues to do so for years and years. The amount paid for a barrel first-floor outfit—$55.00, if deposited in a bank at 4 per cent would only give him $2.20 per annum, or five years a little over $11.00, but our tank saves him about $24.00 a year, besides increasing his trade, as his customers will find that they get a better quality of oil and do not have their cans sent to them dripping with oil down the sides through careless filling." W. M.

"Mr. Brown, is any man warranted in remaining in business if he is losing money?" "No." "Is that man successful, who, knowing where he is losing and knowing how to stop those losses, does not do so?" "No." If that applies to a business as a whole, does it not apply to each item in that business?" "Yes." "Is a man doing himself justice if the profit from one item of business is offset by the loss from another?" "No."

"You admit there is a loss to you in handling oil in your tank. I have shown you a way to get rid of this loss and guarantee the result. You may handle very little oil, but the only difference between you and the merchant who handles more is that his losses are correspondingly greater, but then he needs a larger tank that will cost him more. I tell you, my tank will pay for itself even with the amount of oil you handle. So even if you do not buy, you are really paying for the tank and not having the use of it. The money you admit you are losing will pay for the tank, because the tank I'll sell you is designed for the dealer whose requirements are limited. The small dealer feels every loss more than the large one, just as a man whose business is worth $1,000.00 feels a $500.00 fire loss more than does the man with a $10.-000.00 business. If the big dealer cannot afford to be without a Bowser tank, how can the small dealer?

New Question to Be Answered—What is the best answer to "Price too high?"

P. S.—Send in your replies promptly.

Two of the S. F. Bowser's agents met on the continent of Europe, selling outfits. One was an Irishman and the other a Frenchman. The Irishman understood a little French and the Frenchman a little English, so they got to talking about their sales of Bowser outfits in their respective territories. When they took leave of each other the Irishman raised his hat and said: "Au reservoir." The Frenchman responded, "Tanks."

BOOMERANGS

To the Editor of *The Boomer*:

What kind of a ball game is this you picture, when the western division have the field all to themselves? Do you infer that Savercool, with his bunch, has retired from the game, or do you think that the western division needs all the practice? Of course, in a regular game of ball there is generally some kind of a contest, at least one team against the other.

There's no doubt the eastern boys can afford to sit on the fence for sometime and then win out, but for heaven's sake, give Bechtel something to play with. His men seem to be playing around corners, and there's no need of an umpire for that. However, that wild pitcher you have in the west might make it safe for the umpire to have on a coat of galvanized steel, in order to protect his anatomy from slaughter, but you know wild pitching always looses. I would advise you to get better pitchers and take the western men out behind the little house and instruct them how to play, but for goodness sake, don't expose them in the open any more.

QUAKER CITY.

EDITOR'S NOTE—At first appearance the above seemed somewhat caustic to have emanated from so gentle and peaceful a man as our Quaker City representative, but we immediately, after learned that Brother Quarles was daddy to two brand new boys—twin duplicates of the "old man." We feel that this explanation is due, as are also congratulations to the happiest "dad" in Philadelphia.

* * *

BROOKLYN, N. Y., July 9, 1906.

Bowser Business Boomers

MR. EDITOR:—I received the *Boomer* this a. m. and note with pleasure the score on the fence. I also regret to note of all the tanks Mr. Polhamus is clothed with as *umpire*, not one Bowser pump is attached. I would suggest to the cartoonist that some one of the tanks be equipped with cut 41, Long Distance 5,000 gallon meter and filter.

"Ra-re, ri-ro!
Ring, ching, chang;
The Bowser! The Bowser!
Rip! Boom! Bang!"

J. S. LADD.

* * *

LOMETA, Tex., July 17, 1906.

To *The Boomers*

I am always happy to receive the *Boomer*. It puts life into me, giving the general news of the boys and advice to me as to how the business is going and giving good advice as how to sell tanks, etc. I have not much advice to give, as I have not been long in the business, but what little business I am doing, I lay to one or two points. One is never get discouraged, and the other is, talk lead bottom and long life of the tank. It is a knocker when you come in competition with other outfits. Thanks for the *Boomer* regularly.

Truly yours,
D. C. TRAXLER.

* * *

WANTS TO KNOW.

Why has Harry Purdy got a string on the office at Fort Wayne, instead of on the factory?

Kindly answer through the "*Boomer.*"

RING.

ACCIDENTS.

P. W. Vonderau had the misfortune to be a victim of a railraod accident and has been laid up for nearly six weeks. "Pete" has just got back to his territory, being able to navigate with the aid of a cane. He seemed to feel worse about the lost business opportunities than he did about the game leg.

Another accident. D. C. Traxler slipped on a banana peel and broke his collar bone. The latest report is that he is recovering rapidly and will soon be back into harness.

(With Apologies to Ella Wheeler Wilcox.)

"Smile, and the world smiles with you,
"Knock," and you go alone;
For the cheerful grin
Will let you in
Where the kicker is never known.

Growl, and the way looks dreary,
Laugh, and the path is bright,
For a welcome smile
Brings sunshine, while
A frown shuts out the light.

Sing, and the world's harmonious,
Grumble, and things go wrong,
And all the time
You are out of rhyme
With the busy, bustling throng.

Kick, and there's trouble brewing,
Whistle, and life is gay.
And the world's in tune
Like a day in June,
And the clouds all melt away."

G. A. W.

DID THIS EVER HAPPEN TO YOU!

Somes time since in Kiowa, Kan., I went into a grocery store, a barn-like place—boxes, barrels and goods piled all over—no system whatever, everything in the store looked out of place, and as yet I was unseen, although I was sure I had spotted the boss. Yes, that must be the owner of this store, in his shirt sleeves, evidently all unconscious of the formidable presence of so arch an enemy as myself. Calmly I approached him, without fear or malice I greeted him and we gripped each other, introductions followed, the model out, the battle commenced.

Wonderful, wonderful, his eyes seemed to say, and it took no course in Sheldon to tell me that I had him interested. You could see the interest sticking out all over him. I made four quart strokes to show him how perfectly the outfit would throw a gallon that way as well as with one stroke. "Accurate, isn't it," he murmured. "As I die," I rejoined. Next I showed the register. "A fellow will often miss count, if he isn't careful," said he. "He is bound to, unless he has a Bowser," from me. On I went, extolling the Bowser system; he followed me closely. Step by step, I led him on, my course set straight for Order Harbor, my weather eye out for shoals and reefs, hard and true I hammered on the arguments. "Every merchant ought to have one," said he. "Yes, every merchant should have one, but think of the joy of having erone for gasolene and one for coal oil," shyly I remarked. "You are right, two are so much better than one that I don't think I would want any less than two," this from the merchant. O, be still my beating heart!

Indicator Point is reached in safety. "That," said I, "shows approximately the amount of oil on hand at all times, and is one of the very best points on the outfit," and on I went talking straight to the point. Surely Samson was a novice with a jaw-bone in comparison with me. The merchant tried to say something. All too late though, my man, you have let me go so far that you will have to sign an order first before I can hear you.

"Stop!" he cried, "you know all about Bowser tanks; let me ask you something; help me out." He almost ran out of the back of the store; I followed close behind. Great snakes! steady now! what is that? "I have had this Bowser (it is cut 10) for two years and I have been wondering what in the world this stick was for. I noticed the numbers on it and have been intending to send it to your people, but thought that if they wanted it they would send for it. It is in good shape, though, as I have never used it, and if you want to, take it along with you."

Please leave me alone with my sorrow. Inside the store I stumbled over a cut 19, and apologized and fled. Respectfully,

Ed. Hayes.
Wichita, Kans.

Ed Note—This must have been a dream, for Mr. Hayes is too good a salesman to try to make a sale before he finds out how his propsect handles his oil. He doubtless relates it as a warning to new men, and as such it is very good.

BOSTON BOYS.

(*Continued from Page 5.*)

Another new Bowser representative, Mr. D. W. Chase, is now looking after business (and finding it too) in Western Massachusetts. Mr. Chase has been assigned Hampden, Hampshire, Franklin and Berkshire counties and this territory is receiving his close attention, he sending in two orders within the first two days out. Mr. Chase was formerly with the well-known firm of Sidney, Shepard & Co., manufacturers of metal specialties, and is familiar with the territory which he now covers.

Among the new representatives of Bowser Tanks, now on the road for the Boston office, we number C. H. Kelley, who comes from North Carolina, and who is now working the trade in the vicinity of Eastport, Me. Mr. Kelley found a new pleasure in store for him when in old Boston, viz: his first lobster. Think of it; his FIRST one! However, we believe that it agreed with him (and he with it), as on the day following we received from him a good order. If a diet of shell fish has to be credited with this start we sincerely hope that he will keep himself plentifully supplied with crustaceans while on the Maine coast.

PERSONALS

Geo. Quarles is receiving congratulations because of the advent of twin babies. Now he says his biggest troubles are little ones.

Thos. Cragg has been spending his vacation in Fort Wayne, his home, and just left for the far off northwest territories, his trip to last until Christmas.

W. E. Jenkinson, for some time a mail-order man, has gone to California to look after some special business there. In two days he sent in over $2,000 worth of business.

R. E. McIntosh and W .C. Smith stopped at Fort Wayne for a day on the way back to their territory—Smith to far-off Oregon and McIntosh to Minnesota. They both report excellent prospects for a big fall trade.

F. B. Homsher, who recently changed office work for road work, is proving that he knew what he was about. Mr. Homsher had an unusually good run of business and his orders grade well with those of more experienced tank salesmen.

Another office man, W. D. Inslee, of calling-list fame, is carrying the grip. Mr. Inslee sent in thirty-three orders in three weeks. One of them he closed on the boat while traveling to his territory. We are looking for more new men of that kind.

J. G. Rodman, representing the Bowser Oil Tank company of Fort Wayne, Ind., has purchased the Whitlock property, in the thirteen hundred block on West Main. "Rod" may make other investments here in the near future. He secured a fine piece of real estate at a bargain.

The above, clipped from an Oklahoma City paper, is an item from which at least two inferences may be drawn. He *may* be buying as an investment, intending *to rent to some one else*, or—. We hope it's the latter. Mr. Rodman's work has been of a very high order. Special work that has been assigned to him, while difficult, has been successfully carried through. He's worked hard to be able to invest.

DEAR BILL:—I am very glad to know that you are enjoying your vacation, and want to congratulate you on the $8,000 order you took while you were resting. Of course I am sorry your vacation was interrupted, but we will both have to put up with it. I am glad to say that orders for smaller equipment and single tanks are coming in steadily, and I know we will make our quota look sick when we are through. Now that the fall rush is on I want to suggest that in spite of the good prospects, "keep digging." Yours,

DUNK.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1. FORT WAYNE, INDIANA, SEPTEMBER 5, 1906. NO. 12

Western shipments are much heavier than Eastern.--*Railroad Item.*

"Get busy"-er you Eastern men, and show how to wipe out all difference. "Get busy"-er you Western men for your present lead gives you no "cinch," for Dec. 31st. You have no idea what the East has up its sleeve.

SHIPMENTS TO SEPTEMBER 1ST

	EASTERN DIVISION	WESTERN DIVISION
First Six Months	245,412.39	245,833.13
July	32,281.93	35,759.30
August	40,725.78	46,264.49
Total	318,420.10	327,856.92

THE WEST BEING $9,436.82 AHEAD OF THE EAST

This will introduce to those who have not already met him, Mr. Walter T. May, who has assumed the responsible position of Assistant Superintendent of Salesmen.

Mr. May comes to us highly recommended.

In Explanation

This number of the BOOMER is a little late but we are sure you will overlook it when we tell you that it is on account of a day off the editor took to celebrate the advent of the best looking, brightest and best natured baby girl that has ever been brought to his attention. Thank you, both are doing very nicely.

A Little Wash Day Advice

B. B. B. Editor.

Although a rather new man at selling Bowser Outfits, I had a little experience up in Michigan that came near beating out the Hen story.

The prospect; a Polish gentleman had been convinced of the merits of the Bowser and went to tell his wife what a good thing he was going to order and right there is where he *didn't* order. I started another battery or two and had him landed the second time and he went out to tell his "Boss" again what a good thing he *was* just going to order and when she got through with him he went away by a back door route and left me to fight it out with the wife. I wandered out to a back porch and found her washing clothes for several little *Poles*, and started in by helping her wring out a few small dresses and other things, got her good natured and told her how much they were losing by the old method, and the two barrel tank is now on the way to save them enough money in sixty days to get the wife a good washing machine as I said it would.

So don't dodge a wash-day, it may have other results than clean clothes. Yours truly,

W. D. INSLEE.

Vacation Reminisences.

Now all vacations are over, and you ought to hear the stories they tell. Some of the boys furnished pictures of themselves taken while enjoying life. What do you think of the "snap shots." on the next page.

* * *

QUARLES SAYS:

Thanks for your good wishes. The Twins are doing fine, also my good wife; and to say that we are all extremely happy is putting it mildly. I would not take a million for them, or give ten cents for two more just now. Yours,

* * *

P. W. Vondereau, whose accident we mentioned in a previous issue returned to his territory in a crippled condition and started the ball a rolling by sending in a ten barrel order immediately. The picture really is not very good but it is the best we could do having no photograph. There are others whose pictures have not been received who may fare even worse than Mr. Vondereau unless the photo is sent the editor pretty soon.

* * *

W. E. Jenkinson moved his family and furniture to San Jose, California, where he is now hustling for and receiving good business.

* * *

F. W. Meegan says he had an elegant time in Newfoundland and feels so much better that he couldn't help sending in that $700.00 order from Hoboken.

* * *

J. H. Medsker stopped at the office on the way back to his territory and assured us that the west had no show, he felt so much better.

* * *

"Gerry" Rodman, the real estate king from the wild and wooly didn't get a chance to move in. He is now in California doing special work—his specialty.

VACATION REMINESENCES

Experiences of a Day.

The country in which I was working was one that called for a great deal of driving, in fact every town could be made to better advantage by driving, than by train. I have since realized how very necessary it is to cover your territory driving. Traveling by train means touching the high spots only—a man driving can reach every possible customer in his territory, but as long as it is impossible to foretell the buyers of Bowser Tanks, it will be necessary to try them all. With a team, every merchant can be seen and your time is your own, not the railroad's.

Having done all I could for the time being in the town which I had selected as a center. I dickered with a liveryman for a three days' drive, and started out at 2 P. M , sun shining, gentle breeze blowing and every condition ideal—surely this was an afternoon for selling. My route for the afternoon included four small towns, a general store in each, and a village with a drug store and two groceries as a wind up.

But my success was surely of the negative kind. My most persuasive eloquence could not convince the first three that they ought to affix their signatures to an innocent little order blank and thereby assure unto themselves everlasting benefit and never ending profit.

To add to my sorrows it began to rain and then it began to pour and my driver had forgotten to provide side curtains. Gentlemen, you would have been surprised to learn how quickly I was wet to the skin. On my calling list was a cross road grocery three miles off the main road, practically in the woods. I was wet, tired and hungry and sorely tempted to pass it up, especially since the roads were bad, and the driver assured me that the store was of little moment; but good sense won out and the sale was made with less trouble than any other on the trip. He had never seen a Bowser Tank, nor any other self-measuring tank, probably because previous drummers had done as I came near doing.

My next town was to end the day. I reached it in the rain at 5;45 and lost out at both groceries, while the druggist had gone to supper. His clerk, however, supplied me with some very valuable information, showed me the oil room and so prepared me for the owner, who would be back at seven. I hastily ate my supper and promptly at seven was back at the store, where I waited until eight before my man showed up. When he came in, the rain keeping customers away, gave me plenty of time to talk tanks.

I have often found that rainy weather was selling weather, for while in many instances it imparts a bad humor to my prospect, it gives him more time to look into my proposition. The natural thing to do is to stay indoors awaiting pleasant weather, but your customer is also apt to do the same thing. It's certainly easier to sell the man that's in the store than the one that's away.

He liked the tank, and agreed that it would put an end to the inconveniences incident to the sale of linseed oil. The price was not unreasonable in view of the advantages offered, and he would surely buy were he not "contemplating selling out". Then I went after him hammer and tongs along the line of W. R Hance's argument presented at the convention, and Mr. Bowser's "horse sale argument" in the Boomer.

"Mr. Smith, you want to sell out and of course desire to make the best possible terms". "Yes".

"Supposing a possible purchaser comes into your store to look it over thoroughly before deciding, would he get a favorable impression from a look at your oil room?" He was forced to admit that such would not be the case.

"In a business of this size, a hundred dollars one way or the other will have practically no weight in influencing the sale"? No, he didn't believe it would.

"Well then, the present condition of your oil room may lose your sale by making a poor first impression, while fixing it up may insure a sale which can easily include more than the cost of the tank." At ten o'clock at night I secured his signature to the order and hustled for my room, wet, tired and happy.

Yours,

I. B. Green.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 1. FORT WAYNE, INDIANA, SEPTEMBER 20, 1906. NO. 13

THE CONTEST.

They are at it yet. The West is trying to make its position solid. Can the East break its hold on first place? That's for the next three months to tell. Any way it's safe to prophecy that something will be doing every day, and the result in doubt until the December shipments are announced.

HARRY BOWSER MARRIED.

On the evening of Wednesday, September 12, Harry Merrill Bowser, a son of S. F. Bowser, and chief of the draughting force at Fort Wayne, was married to Miss Bertha Mitchell, at the home of the bride's parents in Grand Rapids, Mich. The ceremony was performed by the Rev. John Gordon in the presence of only the relatives and a few intimate friends. Miss Eva Bowser, a sister of the groom, was bridesmaid, and Mr. Roy Walker officiated as best man. Mr. and Mrs. Bowser left immediately after the ceremony on a wedding trip and will soon be at home on Thomas street.

Mrs. Bowser is very popular in Grand Rapids, and among her friends in Fort Wayne, where she has visited.

Mr. Harry Bowser has not been married long enough to trust the editor with a picture of his bride but the accompanying picture gives a faint idea of how pleased Mr. S. F. Bowser is with his new daughter. If we are ever fortunate enough to secure Mrs. Bowser's picture we will show you how fortunate Mr. Bowser really is.

Time past is gone, thou canst not it recall;
Time is, thou hast, improve that portion small;
Time future is not and may never be,
Time present is the only time for thee.

—*Horace Mann.*

Mix with people who are successful. We are creatures of environment and we take on the qualities of those we rub up against.

PERSONALS

Special mention is due Mr. W. E. Jenkinson and Mr. J. G. Rodman, who are at present working in the city of San Francisco; the former devoting his attention exclusively to the gasolene business, and the latter to the retail grocery trade. Both are doing a most excellent business.

We regret to announce the continued illness of Mr. Frank G. Howard, whose work has been seriously handicapped during nearly all of the past year. We trust, however, that we may have the pleasure of announcing his rapid recovery in the near future.

We are pleased to report the fact that Mr. P. W. Vonderau is as good as new after his recent accident. He spent last Sunday at home, and incidentally left orders at the office aggregating $1,000.

Mr. O. B. Fitch is enjoying a splendid business in the Northern Peninsular of Michigan.

We had a most enjoyable visit from Messrs. R. E. Snow of St. Louis, and Mr. W. J. Faust of Kansas, both coming in on special business.

Mr. R. B. Lipes is at present confined to his home in Fort Wayne with an attack of jaundice. He is on the mend, however, and will soon be able to return to his field and resume the good business he has always had there.

F. M. Smaltz of Illinois, visits his home in Fort Wayne occasionally, and never comes in empty-handed.

J. D. Gumpper has suffered much annoyance during the past six weeks on acount of carbuncles on one arm, but has nevertheless been able to carry his grip and write out lots of orders with the other.

Rumor has it that Mr. F. G. Rodenbeck, representing us in Milwaukee, has recently been married. Although we have received no official advice of this, we extend Fred our congratulations, and wish him continued prosperity.

Mr. D. C. Traxler has returned to his Texas field, after a two weeks' vacation with his family at Fort Wayne, feeling better than ever, and well equipped to do a big business during the balance of the year.

Mr. E. P. Walker says that the largest business of the year will be forthcoming from his territory during the next three months. We know from experience that we can always depend upon his predictions.

Mr. L. D. Kamp, of Central Pennsylvania, is now equipped with an auto, and will cut out railroads altogether. Kamp says the prospects were never better.

The rapid growth in the business of our Mr. H. E. Merritt in Minnesota is evidence of the fact that he is giving the work studious and progressive attention.

H. T. Purdy of Alabama, never fails to send us a good fat envelope each week. His orders usually number in the neighborhood of eighteen per week.

AN OIL HOUSE FOR THE SANTA FE.

The photographs shown herewith are those recently taken of an equipment installed for the Atchison, Topeka & Santa Fe Railway at their shops at Shopton, a suburb of Fort Madison, Iowa, They illustrate the adaptability of the Bowser for all requirements as this is one of the largest in the world.

The equipment consists of nine tanks, all placed in the cellar, connecting with cut 41 Long Distance Pumps on the main floor. There are four quarter inch black iron tanks, each with a capacity of 3,000 gallons, for Engine Oil, Kerosene, Car Oil and Valve Oil.

Three tanks of 12 guage galvanized steel with capacities of 600 gallons each, for special Coach Oil, Mineral Seal Oil and Signal Oil. The remaining two tanks of 300 gallons each, also made of 12 guage steel, are used for Common Black Oil and Turpentine.

We show this equipment to illustrate the possibility of adapting Bowser Outfits to any and all requirements of oil storage. It is now recognized as a neccessary adjunct of the storehouse and as such is being furnished to the majority of the the Rail Roads Systems of the United States and Canada.

GOD'S ANSWER.

Once in a time of trouble and of care
I dreamed that I talked with God about my pain
With sleepless courage daring to complain
Of what I deemed ungracious and unfair.

Lord, I have groveled on my knees in prayer,
Hour after hour I cried; yet all in vain;
No hand leads up to heights I would attain,
No path is shown me out of my despair.

Then answered God: "Three things I gave to thee,
Clear brain, brave will and strength of mind and heart,
All implements divine, to shape the way;
Why shift the burden of thy toil on me?
Till to the utmost he has done his part
With all his might, let no man dare to pray."

—*Ella Wheeler Wilcox.*

WORK.

Let me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market-place, or tranquil room;
Let me but find it in my heart to say
When vagrant wishes beckon me astray;
"This is my work; my blessing, not my doom;
Of all who live, I am the one by whom
This work can best be done, in the right way."

Then shall I see it not too great, nor small,
To suit my spirit and to prove my powers;
Then shall I cheerful greet the laboring hours
And cheerful turn, when the long shadows fall
At eventide, to play, and love, and rest,
Because I know for me my life is best.

—*Henry Van Dyke.*

THE MOTIVES.

I'm thankful, truly thankful, I have kind and loving friends,
Who wait with willing hearts and hands to help me gain my ends;
The faith which they repose in me is strength through thick and thin,
I dare not disappoint them, so I feel I'm bound to win.
And yet, I must be truthful, so I frankly here confess
There is another, stronger, force impels me toward success;
A doubting few have said I'll fail, and so I feel I must
To make them swallow their remarks—confonnd 'em! —win or bu'st.

—*Nixon Waterman.*

BE GLAD.

O, heart of mine, we shouldn't
Worry so.
What we've missed of calm we couldn't
Have, you know!
What we've met of stormy pain
And of sorrow's driving rain,
We can better meet again
If it blow.
For we know, not every morrow
Can be sad;
So, forgetting all the sorrow
We have had,
Let us fold away our fears,
And put by our foolish tears,
And through all the coming years
Just be glad.

—*James Whitcomb Riley.*

Not a truth has to art or to science been given,
But brows have ached for it, and souls toil'd and striven.

—*Owen Meredith.*

* * * *

Great men were all great workers in their times,
Steadfast in purpose, to their calling true;
Keeping with single eye the end in view;
Giving their youthful days and manhood's prime
To ceaseless toil: matin and midnight chime
Often upon their willing labors grew.
In suffering schooled, their souls endurance knew,
And over difficulties rose sublime.

—*Thomas Carlyle.*

* * * *

Young men must work. Persistent, concentrated work is the price of genuine success.

—*Russell Conwell.*

KEEP ON.

If the day looks kinder gloomy
An' your chances kinder slim;
If the situation's puzzlin'
And the prospect's awful grim;
An' perplexitie's keep pressin'
Till all hope is nearly gone;
Jus' bristle up; and grit your teeth;
An' keep on keepin' on.

There was a man in our town,
As a merchant he had gained renown.
He sold his oil from a large round tank—
At quite a loss—to be real frank—
Till a salesman called on him one day
And told him about the "Bowser way;"
He bought a five barrel cut number one
And afterwards said, "Selling oil was fun.
Now, the praise of "Bowser," he shouts with vim,
For he's the *Original* "Sunny Jim."

—*J. S. Snow.*

BE DIPLOMATIC.

When I started out to sell goods on the road it did not take me long to realize the importance of studying the very words I used as well as the necessity of never using a sentence which could in any way possibly offend either the intelligence or the sensibilities of the purchaser. The man who does the buying usually thinks he knows his business and its needs, and the salesman who says, "You ought to have this," is brazenly impertinent, and is building up a barrier between himself and the desired order which only the absolute merit of his proposition may overcome. The same thing can be said in a more effective way by proceeding in this manner:

"Mr. Smith, I have presented this proposition to a number of prominent firms in your line of business who have, wherever it fitted their needs, given me their order, and I thought possibly it might appeal to you." Then go on with what there is to say about the matter. In this way the listener's intelligence is not insulted, and favor is gained for the salesman by the delicate compliment.

An entire talk should be thus carefully constructed.

How a single unhappy word can spoil a sale is illustrated in an incident of my early experience. I was soliciting the owner of a small manufacturing concern who, a few years before, had been a shop-foreman and then superintendent of another company. He was not a cordial man, and, during a lull in what had been a halting interview (owing to my inexperience and his frigidity), I sought to get a little nearer my man by exhibiting a familiarity with former days: I said:

"I believe you used to work for the Blank Company, didn't you, Mr. B.?"

"No," he growled out. "I was one of the partners."

I had unfortunately hit on a sensitive point, yet had asked him if he had not been "connected" with the company named I would have saved myself the humiliation of being immediately shut out and having to wait for more than a year before he would consent to talk with me again. In the time that intervened, however, I had assiduously eliminated all evidences which characterize the bombastic salesman with a loosely-constructed talk.

A large percentage of salesmen go on year after year wtihout improving. I know, because I talk with many of them daily who blunderingly try to sell me goods in about the same crude fashion I employed when I was a tyro.—*C. H. DeL. in the Saturday Evening Post.*

Time is money. Don't waste it.

A RECORD FOR BOWEN.

In pushing the sale of his goods, every salesman meets with a certain amount of opposition. This opposition comes in different ways—poor crops in one section, a strike in another, a street fair in another, and so on. The way a man meets this opposition marks him as a good or indifferent salesman, for any man can sell when everything comes his way.

G. E. Bowen's opposition has come in the shape of what is sometimes termed competition, and the way he has battled with the cheap tank proposition and beaten it shows that he has implicit faith in the superiority of his goods, a faith so strong that it imparts itself to his customers with irresistible force. He has, notwithtsanding the aggravating influence brought to bear on the merchants, actually sold more tanks in his territory than have ever been sold there before in any similar period.

LONG AFTER HIS QUOTA.

In one mail we received four orders from Ed Klotz, which aggregated $1,232.00, and demonstrates clearly the fact that Klotz's quota is in safe hands.

These orders were:

First—Four 2-bbl. cut 9 with track.
One 1-bbl cut 63.
Two 10-gal. cut 72.
Second—Six 2-bbl. cut 9 with track.
Third—Three 2-bbl. cut 9 with track.
Six 10-gal. cut 72.
Fourth—One 2-bbl. cut 47.

It looked good to us and shows the possibilities of the Paint Oil trade if energetically followed.

THE BOWSER

BUSINESS BOOMER

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On the Fifth and Twentieth of Each Month.

H. B. HARPER, Editor. C. F. HATMAKER, Asso. Editor. W. G. ZAHRT, Asso. Editor.

Issued solely for the benefit of the Bowser Salesmen.

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Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

GLEANINGS FROM VARIOUS SOURCES.

Don't sing or drum your fingers while waiting your turn—Look pleasant but not grave in serious discussions.

Don't show joy at the misfortune of a rival in business.

Make your story short but convincing. Avoid needless argument; it is a waste of time. Don't turn matters of importance into jokes. If you make a witty or happy answer, let the other fellow do the laughing. Don't make or carry reports harmful to another person.

Dress well but not flashily. The man who dresses loudly wishes to direct attention to his clothes, thus admitting there is nothing in himself worthy of attention.

Mix with those who make money. Don't talk about your own business. Don't detract from the merit of rivals. Use expressions like "very good," which neither praise nor run down a competitor.

Don't be curious about a customer's personal affairs. Don't rubber at his desk. Don't be tedious. Don't speak ill of anyone no matter how much he seems to deserve it.

Don't be a "smart Aleck." Count all friends as part of your wealth.

The true basis for a permanent custom is to learn to make good and to learn to make your getaway.

"Make good" your promises.

Be a producer and source of profit to your employer and not a source of expense.

Be square, honest and upright. Merit may seem to be overlooked once in a while, right may seem to be trampled upon, but in the end, truth and justice will obtain.

Learn to be a specialist. Learn to do one thing well and advance is sure to follow.

No successful employer is blind to the value of his employees. The men who get the desirable positions and the junior partnerships are picked out by the results they have produced and not because they have kicked for advancement or because they have bragged of their abilities. Men competent to fill high-priced positions are the searust. The world is full of of $10-a-week men. Results count and no one notices results quicker than a proprietor.

Don't try to be a "good fellow," but be a good man. "Good fellows" at fifty are shipping clerks while good men at the same age are in business for themselves.

Nothing brings such quick returns as kindness, gentleness and lending a helping hand.

Don't get discouraged. The darkest hour in your carecr may be just before you step into the brightest. Changes come quickly. Moves are made rapidly on the checker board of business. Have patience. Your time will come if you have the stuff in you. Success consists in remembering to steer clear of any mistake you have once made. Success comes to those who move forward, be it ever so slowly, so long as they advance some. Hold your head up; aim high; clench your fist. Set your jaw firmly and push forward with determination. Let your watchword be, "I WILL."

HOW'S THIS FOR AN OIL TANK TALK?

"Retail merchandizing is essentially a business of small things. This is just as true of the great metropolitan store which sells millions of dollars' worth of goods a year as of the little general store at a country crossroads. In either case the individual items which make up the total of sales are small and in most cases the margins of profit are also small. Consequently only a little margin of waste in the handling of these goods is necessary in order completely to dissipate that small margin of profit. A little leak here and there is enough to let all the profits ooze out of the cash-drawer and leave the merchant with only his labor for his pains—if not with a burden of debt and failure."

Foregoing is taken from an article written by Harlow N. Higinbotham in The Saturday Evening Post of August 11. Mr. Higinbotham was for many years a partner of Marshall Field in Chicago. He is one of half a dozen millionaires who made their fortunes in the Field store.

FROM TORONTO

TORONTO, SEPT. 5, 1906.

Our new factory is progressing nicely, thanks to Mr. Bowser, who has been here keeping things going. It will be a fine plant and a credit to the business, and from the way things are being pushed we hope to be into it about the middle of October. Then we will feel that we have something to work for and reach our quota, if good hard work will do it. We are sure our office staff will appreciate the roomy and convenient office accommodation provided for in the new building, as well as the factory boys, who will also appreciate their share. Its location is ideal, and all this spells an ideal and model factory after completion. We are glad to think that the many facilities which it will combine, will enable us to take care of all our orders on this side of the line, when we can ship more promptly, thus satisfying our many patrons.

The Canadian National Exhibition is now in full swing, and this means something, for this is one of the largest, if not the largest annual exhibition on the continent. People from all over America visit it, and the Bowser boys may be sure that the Canadian branch is in the front when it comes to going after business. This is the place for business in Canada at the present time, everything is at its best, and our exhibit is one of the most up-to-date displays on the grounds. It is prominently situated in the newest building, attracting a continual stream of merited patronage, and securing many complimentary expressions.

Everybody connected with the Company has worked hard to make our exhibit a success, and from the way we are securing the orders and prospects, it shows that our efforts have been appreciated by the public. Our genial travellers, Messrs. Bate, Hale, and Moffatt, have created interest around our booth at all times, and this week we hope to see Mr. Levi Swartz, our new and hustling salesman, in attendance, where he will secure many valuable pointers and prospects. Mr. Swartz never lets anything pass him in the shape of an exchange, so we look for big things next week.

We expect Mr. Rosconi to visit our booth this week, and are sure that he will be well pleased, and go away with a pocket full of prospects, leaving some nice orders behind to keep us busy. Mr. Rosconi still continues to favor us with a steady stream of orders.

Labor day contributed its usual crowd to the big show, and the records say that 120,000 people attended the fair. Be sure we got our share, if not more, and next year we look for more from the fact that we will try hard to secure reserves for several booths, so the boys in the States can come over and help us out.

The Maritime Provinces are heard from at last, and our new and progressive traveller, Mr. Wm. Robertson, is landing everything in sight. His order for a 5-bbl. cut 23, glass front Cabinet, is a fine one, one that even a more experienced salesman might well be proud of. We hardly thought he had time to open his grip yet, but Nova Scotians can open anything even to hard nuts. When we get a few more such men down by the Sea, you may expect to hear from this part of the Dominion with pleasing results.

The Northwest is ever in the fore front, and this month with our Mr. Cragg hammering in his own successful style, we feel as if we had a host of salesmen in that part of the country, instead of one faithful quota booster. An order from Port Arthur, Ont., in the neighborhood of $900.00 shows that vacations put vim into us, and give us renewed energy to fight the tank battles.

Mr. A. E. Moffatt, one of our City travellers, is securing pointers and prospects at the Exhibition that we hope will bring him in big rerutns when he again goes on the road. We are sure that he will not regret the little time he has devoted to our Exhibit as it always results in good business all around.

Mr. S. W. Paisley, another of our City travellers, promises to let us hear of his success after the big show, so we are looking for a good slice of local business.

Mr. C. S. Hetrick, who is away on his vacation, is missed by us, but he will soon return to sweep the cobwebs off the numerous prospects that have accumulated in Eastern Ontario.

Since Mr. C. C. Barnett came over from Fort Wayne to assist us in the office, we have not been quite so busy, although our staff is still small, but such a hustling office man can make himself felt, which we already appreciate. Canadian conditions come easy to him and we are sure he will be a thorough Canuck in a few months.

Strenuous life is killing so Mr. Bowser took a vacation trip to Toronto to look after the new factory and incidentally travel northward to bag some big game. We all waited patiently, our mouths watering for the juicy bear steaks we were expecting, but when the gallant hunter returned, instead of bear he brought a full grown five barrel order. Which goes to show that there is bigger game in Canada than bear.

BOWSER'S BOSTON BOYS

Mr. H. C. Carpenter, Jr., has returned from his vacation and will put in his time looking after some good prospects that he has worked up in and about Boston. Results may be looked for soon as it is well known by the Boston force that Mr. Carpenter is a man "who does things" and his past record is a sufficient guarantee for the future.

Mr. W. T. Hatmaker, accompanied by Mr. H. W. M. Stoerr, is at the present time on a vacation in New Hampshire. Just one more coat of tan on the smiling countenances of these two "Bowser Boys" and their own families wouldn't know them. They are now busy storing up caloric energy to be expended later on in demonstrating Bowser Tanks and Pumps.

We have recently had made some large size cuts of Tanks and Pumps, finely colored. When these colored plates are ready for the salesmen, they will be most potent factors in a selling way as they are taken from "life" and give the contemplating purchaser an absolutely correct idea of what a Bowsed installation looks like when in working order. A partial supply of these cuts will be sent to the boys travelling from the Boston office shortly, and the balance will go forward within a short time.

The Boston office is making ready an exhibit to be held at the Boston Food Fair, commencing October 1st, and ending October 27th. This Fair is largely advertised throughout New England and affords an opportunity for grocers and store-keepers to see what is latest in food products, and, most important of all —the latest production of the Bowser factory in the shape of Kerosene Oil and Gasolene Tanks and self-measuring Pumps.

Owing to the amount of work in the mechanical department, in course of preparation and otherwise, the assistance of an extra draftsman has been required.

A new salesman in the person of Mr. Victor C. Gibney is now working the grocery trade in the vicinity of Greater Boston. Mr. Gibney spent a few days at the Boston office show room, carefully examining the Tanks and Pumps installed there, thus getting a working knowledge of the goods he is representing.

Another addition to the Boston office selling force, Mr. C. W. Freeman, will begin on October 1st, to handle a general line of trade in Central Maine. Mr. Freeman has already made a study of Bowser apparatus installed in the Boston show room (which is fast becoming a school for salesmen—successful ones too), and will be all ready for the fall trade the first of the coming month.

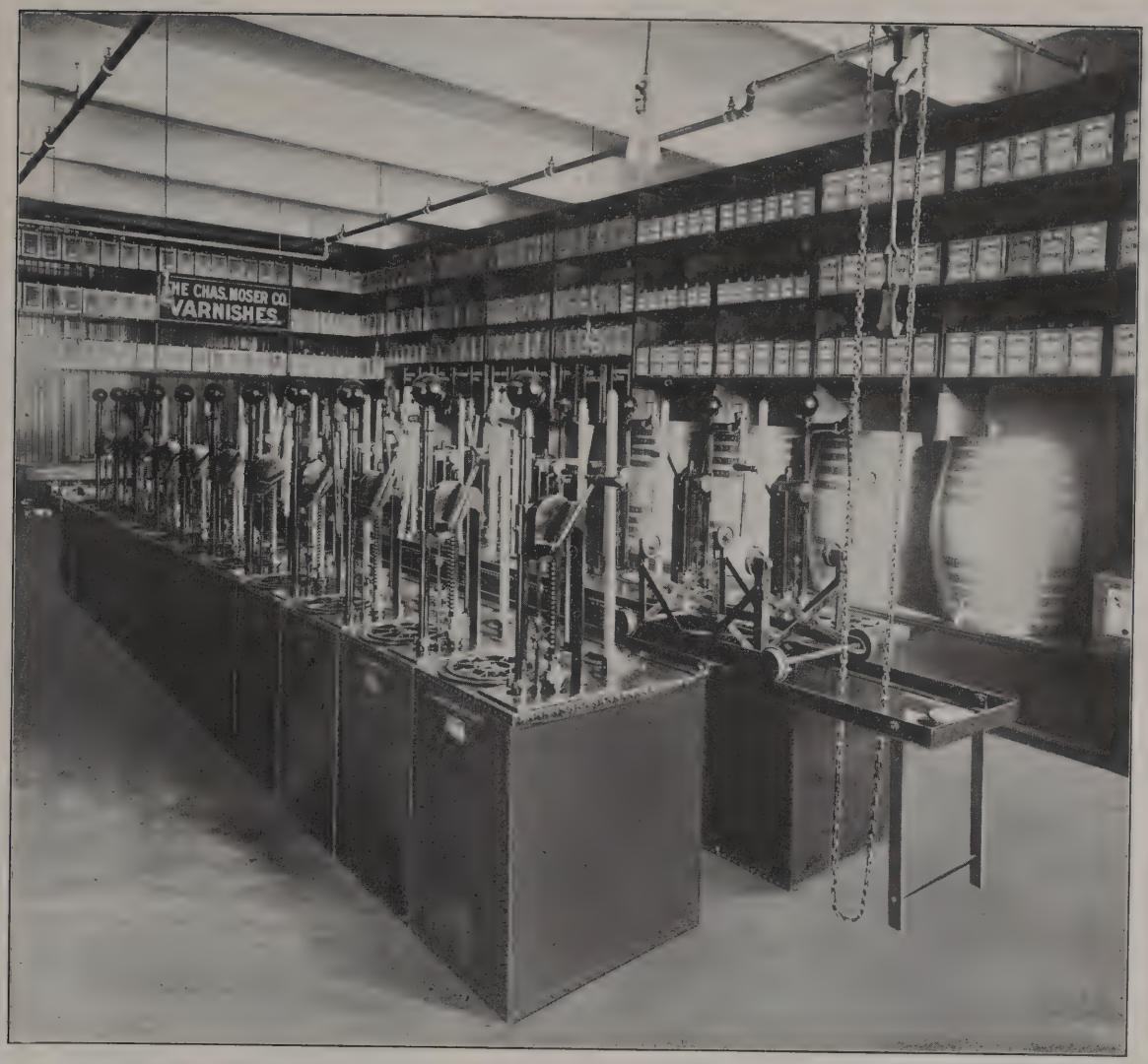
We also mention among the new salesmen traveling from Boston, Mr. F. G. Gibbs, who will handle a general line of trade in the vicinity of Albany and Troy, Eastern New York State.

While the cartoonist of the BOOMER has lately tried to throw a scare into the Eastern Camp of the Bowser Boys, the facts in the case would really go to show that some of them don't know that there has been any "firing" from that quarter at all—if they heard it, it didn't disturb the serenity of their minds in the least as it is down on the map that the Eastern contingent is slated to win and that's all there is to it until we show up at Fort Wayne at the annual meeting—then there'll be some "hollering" and the Western boys will have to listen.

ALPHABET OF SUCCESS.

Attend carefully to details.
Be prompt in all things.
Consider well, then decide positively.
Dare to do right, fear to do wrong.
Endure trials patiently.
Fight life's battles bravely.
Go not into the society of the vicious.
Hold integrity sacred.
Injure not another's reputation.
Join hands only with the virtuous.
Keep your mind free from evil thoughts.
Lie not for any consideration.
Make few special acquaintances.
Never try to appear what you are not.
Observe good manners.
Pay your debts promptly.
Question not the veracity of a friend.
Respect the counsel of your parents.
Sacrifice money rather than principle.
Touch not, taste not, handle not intoxicating drinks.
Use your leisure for improvement.
Venture not on the threshold of wrong.
Watch carefully over your passions.
Xtend to everyone a kindly greeting.
Yield not to discouragement.
Zealously labor for the right, and success is certain.

—*Selected.*



A LARGE PAINT OIL EQUIPMENT.

The Chas. Moser Company, of Cincinnati, manufacturers of Paints and Colors, have one of the largest of the Bowser Paint Oil Equipments. For some time they had had five Bowser tanks and as these gave perfect satisfaction and their needs were far greater than their equipment could handle they decided after receiving advice from W. E. Jenkinson to add twenty-five outfits.

The accompanying illustration gives an idea of the neat appearance of the room and the saving of space over ordinary methods of storage.

The equipment consists of twenty-two cut 9 pumps with one barrel tanks of 65 gallons capacity and one cut 9 pump with two barrel tank of 120 gallons capacity, all on the first floor and two cut 15 pumps with 280 gallon tanks in the basement. Each tank has an opening near the bottom for convenient cleaning. There is a barrel track running over both rows of tanks.

The tanks on the first floor are made for the following oils:

No. 1 Coach.	No. 1 Asphaltum.
Ex. No. 1 Coach.	T. Asphaltum.
Extra Coach.	Hard O. Finish L.
Quick Rubbing.	Extra Copal.
Rubbing Body.	No. 1 Copal.
Finishing Coach.	B. Copal.
Floor Finish.	Pale C. Japan.
Damar.	T. Japan.
Star Gloss.	B. Japan.
Banana Liquid.	Boiled Oil.
Bronze Liquid.	

The tanks in the basement are for Turpentine and raw oil.

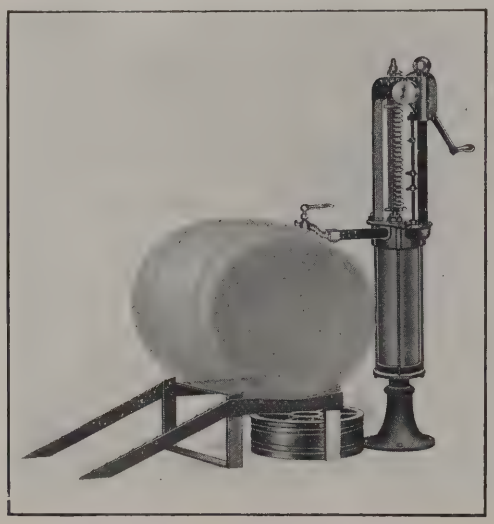
Question Column

This question column is for you, started to encourage you to ask for any information you may want. It was started at the request of the salesmen. We said to you to ask us what you want to know and we would print the question one month and the answers next.

The Boomer would be a better paper if the men in whose interest it is published would uphold it. Send in your questions, anything you want to know about the tank, selling points and the way to meet objections. Here are a few of the arguments called to our attention in answer to the "Price too High Objection."

1. Direct all your energy to making your prospect feel his absolute need of the tank. Talk up its merits, the savings it assures, the convenience, cleanliness and satisfaction to be derived from it.

2. Convince yourself that the price is right. Some salesmen themselves regard the price as high and for



CUT 133 COMBINATION SKID AND BARREL DRAINER
Showing method of rolling barrel over drip pan and emptying by gravitation into cellar tank

such a man to endeavor to convince a prospect otherwise is useless. Better spend a week at the factory seeing just how well our tanks are made, the high grade materials used, the skilled workmen employed, and the rigid tests they must pass before shipping. A skeptical prospect will never be convinced by a skeptical salesman.

3. Mr. Smith, for every dollar I ask for this outfit S. F. Bowser & Co. guarantees at least a dollar's worth of tank. If I could get my company to use poor material and unskilled workmen. I could sell you a tank for less money. But as long as my company insists on making the best tank they know how, the present price must be maintained.

4. Mr. Jones—S. F. Bowser & Co. have sold 350,000 tanks. If they had made a profit of $10 on each tank the total profit would reach three millions five hundred thousand dollars, a good-sized sum of money. Now its a fact that no member of the firm—there are only four

CUT 130, ANGLE BUNG FAUCET
With FF Portable Barrel Drainer.

—is a rich man while each would have been had the above profit been realized. The fact of the matter is we offer you more for your money than you can realize from any other fixture you can buy.

5. I am asking you $90.00 for a five-barrel tank—a tank that will last you as long as you stay in business. Suppose it only lasts ten years—some are in use today that were sold eighteen years ago—the cost would be $9.00 per year, seventy-five cents a month, two and one-half cents a day. Would you get along without the convenience it offers to say nothing of the other advantages for two and one-half cents per day?

6. Without this tank, you admit you lose oil, time and labor. This means a money loss that I guarantee our tank will prevent. This loss will more than pay the cost of a tank. So that you are not paying for it anyway without having the use of it.

CUT 132, TAPER BUNG FAUCET
Insert Taper End in bung hole, turn barrel until bung is directly over filling hole, then turn on faucet

BOOMERANGS

FERRIDAY, LA., AUG. 29, 1906.

THE EDITOR BOWSER BOOMER.

DEAR SIR:—Enclosed find photo. The road is too well beaten for a man from the land of negroes, alligators and mosquitoes to offer anything new where such great apostles as Savercool and the imperial Texas friend of mine, Bate, have left footprints on the trail. I have rammed out and am still ramming out tanks and will ram out some more. I like the Boomer. Next week I will send an ode dedicated to Brother Bate.

Yours,
J. P. PRESSGRAM.

LACROSSE, WIS., SEPT. 5, 1906.

EDITOR BOOMER, FORT WAYNE, IND.

DEAR SIR:—Please thank J. B. B., W. M. and Jos. S. S. through the Boomer for me for their reasons why they refused to sell cut 41 pumps without tank. I used their arguments today and sold the party cut 42, 8-bbl. When I called he insisted on buying the pump only, but those reasons were too much for him and it was "sign here, please."

Yours respectfully,
R. E. MCINTOSH.

FORT WAYNE, IND., AUG. 18, 1906.

EDITOR BOWSER BOOMER, BOWSERVILLE, IND.

DEAR SIR:—I read with great interest in the last Boomer about I. B. Green's first sale and appreciate how proud he was in telling about it. It reminded me of my first sale. The Chicago show was on and Mr. Bowser allowed me to retain the exhibit tank while I went to Fort Wayne to get my little lesson. I came back full of hopes and prospects galore.

Next door to where I had my tanks stored was the White Agency (a temporary affair at the time). I went in to borrow a hammer. There I found the manager trying to get some oil out of a barrel. I told him I had just the thing and asked him to come in and see it. He left the oil running in the can and I showed him a cut 62. All he said was: "You take a hold of one end and I will take the other," and we carried it into his store. He then went to his desk and wrote out a check. I mailed the order, No. 1, with the money to you and walked back to my office, only to find it was only thirty minutes after the time I got off the train with my grip.

P. S.—I write this because I was so busy this summer I could not supply you with a fish story.

Yours respestfully,
K. F. HESSENMUELLER.

MONTREAL, QUE., AUG. 14, 1906...

MESSRS. S. F. BOWSER & CO., FORT WAYNE, IND.

DEAR SIRS:—I sincerely expect to have an excellent business for the next six months and that way trust you will not be disappointed about my quota. Although I am represented in the Boomer of August as swimming with my model, this one had not gone rusty on me either.

Yours very truly,
NAPOLEON ROSCONI.

THE BOOMER AS AN ADVERTISING MEDIUM

CHICAGO, AUG. 12, 1906.

MR. HARPER,

DEAR SIR:—Was sorry to learn that you had no more of the Boomers I wanted.

The fifty or more copies you sent me I mailed to old customers who, I am sure, were pleased to hear of my success, and as "success brings success," I know I will secure duplicate orders.

Then I also sent a few copies to prospects whom I have been hammering at for years, whom I know have had no idea of the enormous output of the Bowser factory and who will simply have to buy in the near future.

Yours,
J. N. DIETCH.

FROM BUFFALO.

This seems good enough for the Boomer.

After having placed an order for Gasolene Storage Outfit, a customer added: "I will tell you frankly, had your firm not been so persistent in sending me their literature, you never would have received the order."

Then he requested that we send catalogs to other members of his family located in California.

Yours,
J. N. DIETCH.

OUR BABES.

It was Thursday night in August
Close on the midnight hour,
When a Stork flew o'er the Quaker Town
And lit on an old church tower.
The Wise old bird looked all around,
Then with his burden he came down
And walked straight up to our front door
And left two babies and no more.
The babies two were Boy and Girl,
The dearest ones in the baby world;
"They've dimpled cheeks and eyes of blue,"
Said the Stork with a laugh, "they're both for you."
And of all the babies in this big world,
There's none to compare with our Boy and Girl.
Then with a squeak he took his flight
And sailed away clear out of sight,
And e'er the dawn of morning came
He was safely back to his home again.
The names of these darlings, you wonder don't you?
Well the Boy is George R. Jr. and the Girl is Daisy Q.

Mr. and Mrs. George R. Quarles,
3627 Hamilton Street, Philadelphia.
August 2nd, 1906.

FROM ONE OF THE OLD BOYS.

INDIANAPOLIS, IND., SEPT. 5, 1906.

S. F. BOWSER & CO., FORT WAYNE, IND.

GENTLEMENS—I just returned from a western trip and wish to thank you for July 15th copy of your "Business Boomer." In looking at the illustration on the first page, it strikes me that friend Bechtel must have put the western boys on to it to beat the eastern boys and Savercool up to it. "Saver" may be hot about it, but as he is up in the air, he ought to be Saver-cool.

But what is the matter with Dunkelberg? Is he triying to be a night owl? He seems to have been on the bridge at midnight looking for stars and to equalize the eastern and western hemispheres of the Bowser forces. A shifting of the cosmic forces or a tremor must have sent him on his downward course and I will wager a fall hat that he saw more stars in close proximity when he struck bottom than he ever saw before.

I am sending you one of our "Elastic Roof Paint" circulars and should Dunk want his roof painted, tell him to send us an order. The paint is equally as good for "facing" as it produces a black enamel like surface and will give him a lucky expression, at least, which will help some.

It strikes me that Mr. Polhamus in his ginger talks to the boys and the forces in general are trying to play some jokes on Mr. Bowser. They start him off January first with a young laugh, so to speak. As the orders roll in and the months roll by, that laugh increases. On July 1st, it seems to have become full grown and if the boys continue to send in the orders and Bowser keeps up the laugh in the same proportion, he will have to take anti-fat to reduce it or they won't know him by January 1st. However, boys, there is inspiration in that laugh.

It is very evident the "Business Boomer" fills the boys with enthusiasm and if it is the stimulating force which causes the boys to send in more orders to Mr. Bowser, that same force ought to cause Mr. Bowser to send other orders. It is a poor rule that won't work both ways.

I have read every word in the "Boomer," and it has filled me so full of enthusiasm that I am going to try to work some of it off on Mr. Bowser.

Therefore, I am sending you samples of our original *Buckskin* Fibre under separate cover and quote you 3¾c per lb. f. o. b. your station. I assure you there is as much difference between our *Buckskin* Fibre and other papers as there is between the "Bowser" and other oil tanks, which certainly is the best on earth. Our Buckskin Fibre, like your tanks, stands alone and will take your goods through the winding trails to your customers in better condition than any other paper on the market. If you will favor us with a liberal order, you may tell the boys about the peculiar enthusiastic force the "Business Boomer" creates.

Boys, I have got him on the run.

You know when they fill us up wth enthusiasm, somebody has to give us an order.

Wishing the "Boomer" every success and with kindest regards, I remain

Your old "has been,"

C. O. WIGGINS.

Ed Note.—Many of the men will remember Mr. Wiggins as one of our most popular and successful salesmen up to four or five years ago. Mr. Wiggins is now vice president of the Crescent Paper Company, Indianapolis.

DEAR BILL:—

Our Boomer editor is "hot stuff" and insists on a letter for the Railroad Department regardless of how busy I am counting the orders you are sending in and of course I don't want to see a copy of the "Boomer" spoiled by not having the Railroad Department represented.

You will be glad to hear that we have received the contracts for three oil house equipments from the Santa Fe railroad, amounting to a little over $10,000.00, and "still there is more to follow." The prospects look good and I am sure we will make our quota for the year.

You will also be glad to know that we have employed your old friend "Bill" Pitcher to work the railroads east. I like the appearance and hustling qualities of "Bill No. 2," and am sure he will "make good."

E. M. Savercool writes me that he has some fine prospects started in the east and expects to close them soon.

I am in receipt this morning of your order for ten signal tower equipments for the Pennsylvania R. R., and want to congratulate you on the good work. "Keep diggin'."

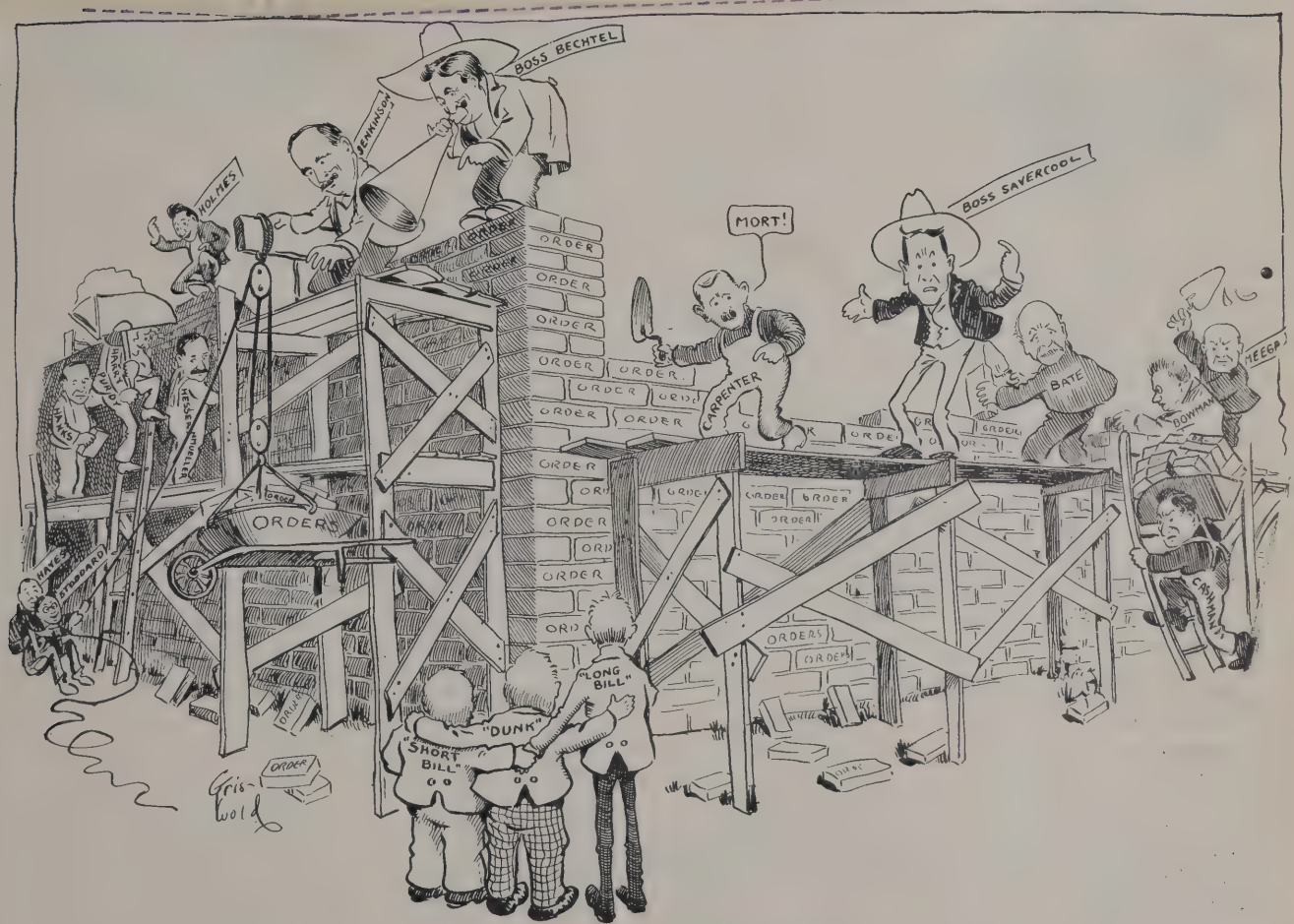
Yours,

DUNK.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 1. FORT WAYNE, INDIANA, OCTOBER 20, 1906. NO. 14

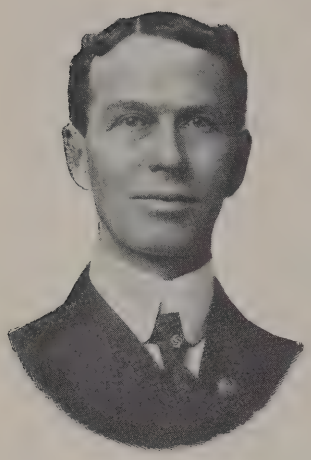
First issue since September 20th



"BUILDING A MILLION."

The building's almost complete, December 31st, and it's all over. Every brick counts now. Building a million for 1906 has meant plenty of hard work and will mean even harder work in November and December. Make every prospect an order, don't be put off, and "Keep Busy."

To Our Representatives in the Eastern Division.



I take this opportunity to request your earnest effort as well as your co-operation in order that our Division may wind up the year with a good showing. I appreciate the splendid business which has been given us up to this time and am sure that this request for a record-breaking business for the next three months will meet with an immediate response.

At our annual meeting our General Manager, Mr. Polhamus, made a call for a certain amount of business for the year. You remember that we all, being full of enthusiasm and other good things, readily and heartily promised that the orders would be forthcoming. There was a feeling among some that it was simply a "hip, hip, hurray!" method of enthusing the boys a bit. I want to tell you the decision, that it was possible to reach this amount of sales was announced only after careful consideration, and that it was taken seriously by the management as well as a large majority of the men. We knew it would mean hard work, very close application to business and the co-operation of every man in this and foreign countries, in order to make our promise good.

Success is assured providing every man gets right down and digs, and does his digging with good judgment and where there is a prospect of striking "pay dirt."

To those who have made their quota, I ask, go as much over as possible. To those who have not attained their quota, try, and try hard to make the best showing possible.

The Eastern Division can win by a superhuman effort on your part boys, and I sincerely ask you to help me, help the firm, and thereby help yourselves. Then if we do not win, we will be assured that we have obtained the best results from the territory. Any man not doing this has done an injustice to those who are trying so hard to succeed. Rest assured that I am doing everything in my power to help you.

Now all together let us spell success. The next two months are the best in the year from a selling standpoint. Now lets swamp the factory with business to such an extent that still another addition will be necessary.

Never mind the fun the cartoonist is having with me—it aids digestion. I will give you a quiet tip that Dunkelberg and "Bill's" digging is responsible for some of my troubles. They have dug deep and found a lot of nuggets, (big orders). Unfortunately for us the digging has been West, but never mind, they are all right—would have dug just as hard on our side had they been able to have "Bill" in two places.

Another "Bill" goes East now to work the R. R. business and when he gets started this branch will more evenly divide.

No boys, everybody at Fort Wayne does not work for the Western Division—they say its the fault of the artist.

"When two ride a horse, one must ride behind." You want to ride in front half the time at least.

Boys, get all the business you can and then get a little more. Our motto:—Bigger, Better, Busier, Bowser Business.

I thank you for your co-operation in the past and hope to merit it in the future, and still we want orders.

E. M. Savercool.

The men we depend upon to win for the East.

Hettrick, C. S.	Hogg, Robt. W.
Bowman, P. H.	Hale, J. E.
Bryld, E.	Moffatt, A. E.
Bigelow, G. W.	McFarlin, Malcolm.
Chase, D. W.	Rosconi, Napoleon.
Cashman, P. F.	Robertson, Wm.
Connolly, J. F.	Swartz, Levi.
Davis, F. F.	Strubbe, J. H. W.
Dunsmoor, J. C.	Carpenter, H. C., Jr.
Eggleston, C. R.	Collins, A. H.
Fitzpatrick, W. J.	Curry, A.
Freeman, C. W.	Hunt, C. H.
Gridley, C. W.	Hafner, G. W.
Gledhill, Walter.	Inslee, W. D.
Ladd, W. H.	Kamp, L. D.
Ladd, John S.	Kelly, C. H.
McGibeny, Victor.	Koser, Edw. B.
Myerscough, Joseph.	Koser, Robt. M.
Meegan, F. W.	Koser, Geo. L.
Mathers, T. D.	Lynham, W. B.
Ring, N. A.	Hoffritz, C. W.
Seymour, D. J.	Law, C. P.
Smith, Lewis.	Loomis, R. M.
Snow, J. S.	Medsker, J. H.
Saunders, C. E.	Quarles, Geo. R.
Storer, H. M. W.	Sitton, J. M.
Wrisley, F. A.	Shields, D. H.
Bate, J. B.	Wyckoff, A. D.
Cragg, Thos.	Pitcher, Wm.

To the Western Division.

Have you stopped to figure it out? There are just ten weeks left of 1906 to make the million and I want to tell you that I am counting on every one of you. We need every order that the hardest work can secure for the balance of the year. The next two months must be the biggest in our history. They will be if each of you feels his own responsibility and lets no opportunity slip for boosting the figures.

We have had a spledid ten months' business, no one appreciates that fact more than I, and I want to personally thank each and every one of you who has contributed to that business. But the year is not over, the million is in front of us and the good work must go on with even renewed vigor.

If we can help you in any way, write or telegraph us. If we can personally do anything to increase the sales of a man in Maine or Mexico, and that man doesn't let me know it will be doing me an injustice. We are here to help you make the million.

This million is the total quota, its made up of your individual quotas and every individual quota that is not reached means either that amount short of the total or extra work on the part of some other salesman.

So take your own quota for the balance of the year, divide it into days and make it every day, and a little extra for the "rainy days."

Now then, all together, pull, push and shove for the million, East, West, North and South.

Yours in the good work.

S. B. BECHTEL.

P. S.

Mr. Bowser says they can't come in too fast for him. He is building a new factory to get out your orders and needs more orders to pay for it.

As a reminder, the men below are classed under the Western Division.

Austin, C. D.
Bowen, Geo. E.
Bird, E. R.
Buskmaster, J. D.
Cornell, A. B.
Cornell, Geo.
Dietch, J. N.
Duncan, R. L.
Englebert, E. A.
Franklin, K.
Fitch, W. A.
Finzer, R. H.
Faust, W. J.
Fitch, O. B.
Fox, E. J.
Gumpper, J. D.
Gilmore, J. A.
Horner, S. M.
Hughes, J. S.
Homsher, F. B.
Hyde, C. S.
Hance, G. R.
Hayes, E. P.
Holmes, J. L.
Howard, F. G.
Hessenmueller, K. F.
Hanks, F. L.
Heusner, G. L.
Irwin, M. A.
Ideson, F. S.
Johnson, R. D.
Johnston, W. M.
Jenkinson, W. E.
King, F. M.
Kerlin, W. L.
Klotz, E. F.
Laverty, Archie.
Leslie, F. W.
Lipes, R. B.
McCardel, H. B.
Martin, A. A.
Merill, F.
Merritt, H. E.
McIntosh, R. E.
Mumford, W.
McConnell, F. J.
McClure, Rosser.
Naylor, A. F.
Olds, F. H.
Purdy, H. T.
Purdy, J. B.
Pressgrove, J. P.
Romer, Geo.
Rodenbeck, F. G.
Rodman, J. G.
Ratliff, A. G.
Stacy, Edw.
Smurthwaite, M. G.
Stoddard, S. D.
Smith, W. C.
Snow, Robt. E.
Smith, C. V.
Smaltz, F. M.
Somers, P. H.
Shannon, J. R.
Simpson, W. T.
Traxler, D. C.
Vonlerau, P. W.
Webb, G. H.
Watson, Ralph.
Wood, M. M.
Walker, E. P.
Wilson, O. H.

Mr. Runyan-After His Quota.

Mr. J. W. Runyan has for the past few months been engaged in special work all over the country and has landed some splendid orders that will figure largely in the attainment of the quota. A notable one calling for four 8000 gallon tanks, two 4000 gallon tanks and six Power Pumps for a large Varnish Works.

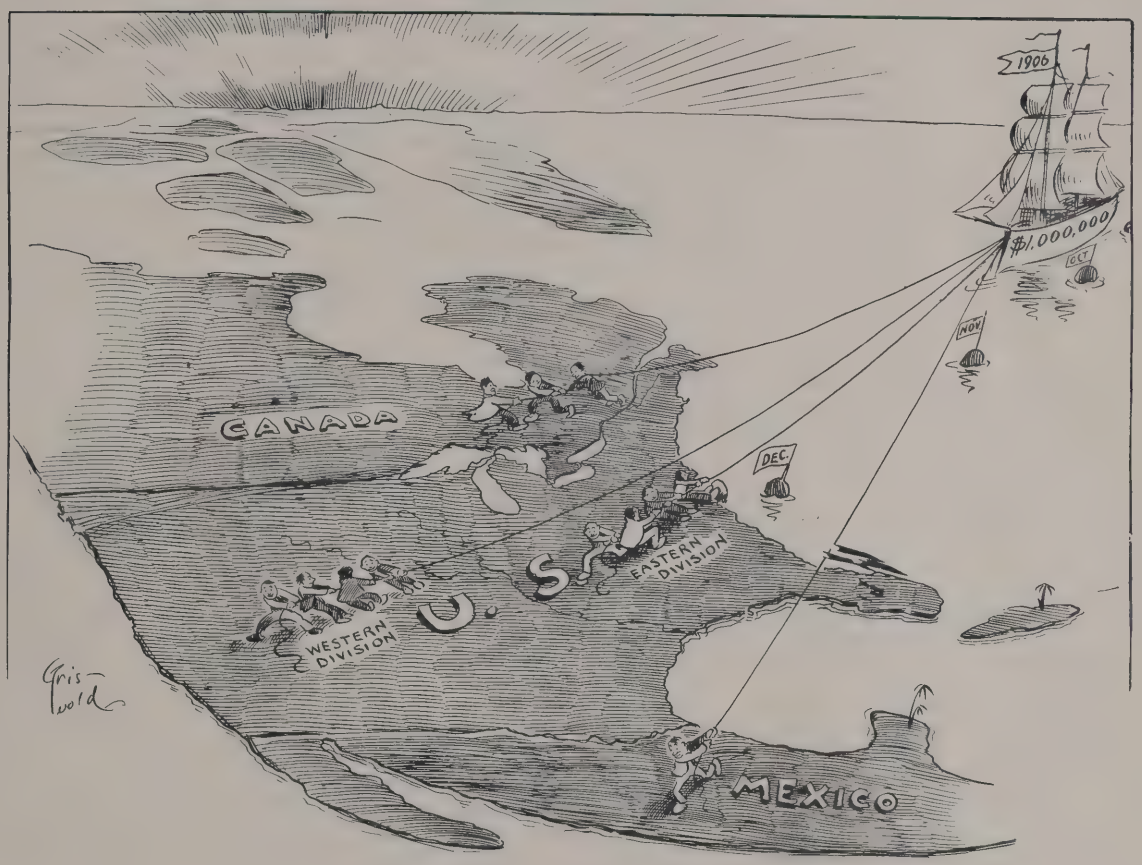
His Seventeenth Anniversary.

Seventeen years with a Bowser grip is a record to be proud of. Seventeen successful years is the record of C. E. Saunders one of the men who has always been a big factor in the spread of the Bowser Product. Charlie spent a week at the factory early in the month and before leaving assured us that if every state did as well as Florida in the next two months, you could "call it two million."

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1. FORT WAYNE, INDIANA, OCTOBER 30, 1906. NO. 15

COMING INTO HARBOR



Everybody pull together, with only two months remaining, there must be no let up. Let every man in each division take a fresh hold--see how much more than a million it can be made. There'll be a good time when the ship gets in.

Gentlemen:—

I've just been thinking about that smile that the artist fixed up for me, been looking at the figures and it looks to me as if you would get there. Well, all I can say is—make it and the annual meeting will be the best ever. As "Dunk" says—"Keep a diggin'" —We are counting on you.

Yours,

J. J. Bowser

* * *

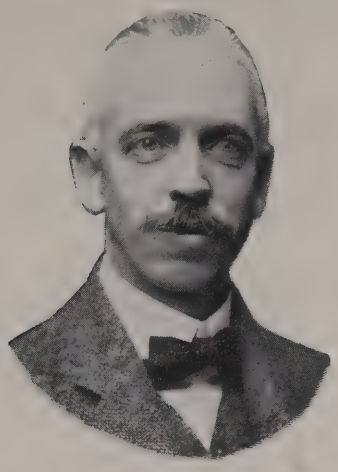
KEEP IT UP HAYES.

The last three orders put in by E. P. Hayes have been accompanied by a 20 per cent advance payment. There's a hint for a lot of men.—Get cash with the order.

* * *

J. B. BATE SICK.

We regret to report the serious illness of Mr. J. B. Bate, who is confined to his bed by typhoid fever. No man in our employ is more universally beloved and the best wishes of the entire force are extended to him. May his recovery be a speedy one.



Well boys, I'm back here for a few days, tho the doctor will not let me work. I'm glad to note the good work done so far, and thank you for it. Only two more "busy" months in which to secure the business we are aiming for. I'm sure there isn't a man who doesn't desire to see the million secured, but it's work that counts—so keep busy.

Will see you in January.

Yours,

A. J. Bowser

* * *

PERSISTENCE THAT WINS.

As evidence of the fact that sticking everlastingly at it is the only way to get business, note a recent report of W. E. Jenkinson.

1st call—Quoted price—call again.
2nd call—Quoted price—call again.
3rd call—No good, will call again.
4th call—Interested in Lubricating and Cut 15.
5th call—Could not sell.
6th call—Furnished estimate with sketch.
7th call—says price too high.
8th call—Sold—see orders 115 and 116.
These two orders totaled $681.50.
That's good work.

* * *

ARE YOU GETTING YOUR SHARE?

"Never before in our history, or in the history of any other nation, has a people enjoyed more abounding material prosperity than is ours."—*From President Roosevelt's Thanksgiving Proclamation.*

MILLION MAKERS

W. J. Robertson—seven orders in one day from seven groceries—shows what can be done.

Large orders look fine, but its the large number of small orders that we depend upon. Were it not for the men sending in orders from the retail trade, the hoped for total would be an impossibility. A man often stumbles across a $1,000.00 order and closes it, but ten $100.00 orders show the real worth of a salesman.

J. D. Buckmaster, a new man with eight orders in eight days, is doing his share.

H. C. Carpenter is averaging over two orders a day—to be exact, 22 in 10 days tells the story.

Consistent work counts. Cragg with 24 orders in 24 days is one of the reasons for Toronto's good showing.

R. L. Duncan wants a place of honor at the banquet—20 orders, nearly all in one county, so far this month.

Rosser McClure's order No. 1192 calls for one six-barrel, three five-barrel and four three-barrel cut 26. Keep 'em a coming, Mr. McClure. That's his 22nd so far this month, and places him among the leaders.

W. J. Faust, in October—up to the 22nd, sold 12 orders to the retail trade for a total of $1,325.00. How's that for an average. Doesn't that suggest the possibility of grading up.

29 orders in 24 days from the retail trade is D. C. Traxler's contribution.

O. H. Wilson—22 orders in 21 days—22 grocers made happier, 22 merchants whose lives he has prolonged, and that's Wilson's way.

A $900.00 order from Moffitt helps. That's a high record for a new man.

Klotz sold a ten barrel Long Distance, three two-barrel Long Distance and two drug cabintes on one order received this week. You've got to go some to beat Klotz.

R. H. Finzer—a new man with the grip has the true spirit. This morning's mail broght a five hundred dollar order that showed good work.

* * *

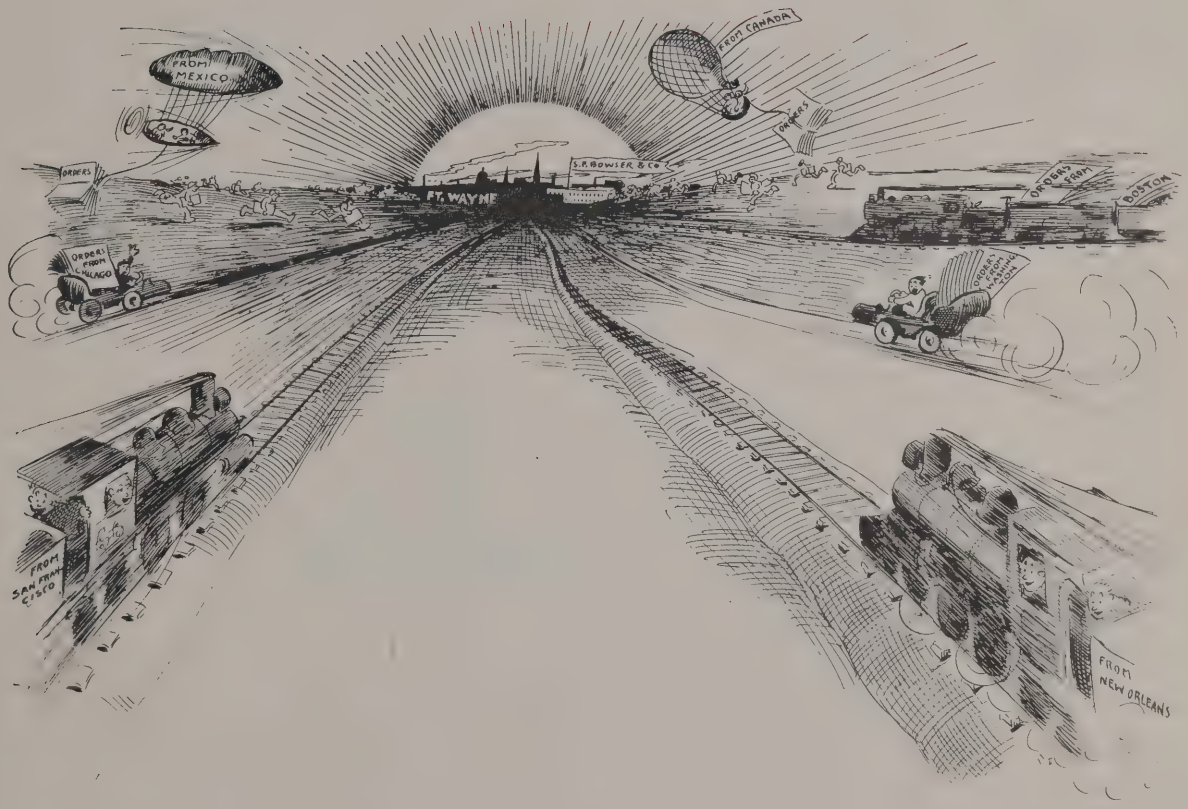
THE AGRESSIVE RATLIFF.

Here's a man we have never seen, nor has he favored us with a photo, but his aggressive qualities as shown by the very large amount of business sent in, has firmly established in the mind of our artist the above as a speaking likeness of W. H. Ratliff. Mr. Ratliff is a new man, having started in September. Mr. Rodman schooled him and his success does J. G. credit.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1. FORT WAYNE, INDIANA, NOVEMBER 15, 1906. NO. 16

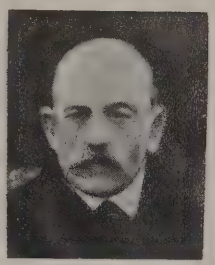
Orders From Everywhere



Last month was the biggest of the year. beat June, the previous record month by five thousand dollars. Orders came in heavy from every part of the country. We want to thank the entire selling force for the way they sent in the business.

In the same breath, we ask for even bigger business this month. We need it.

J. B. BATE



On Saturday, November 3rd, we were shocked to receive word of the death of Mr. J. B. Bate after an illness of four weeks duration.

Mr. Bate was a man whom to meet was to respect and to know him was to love him. His circle of friends was very large, they were found all over the continent, and he had no enemies.

We shall miss him at the annual meetings, we shall miss his daily letters that were always bright and cheering. His trips to the office always left things looking brighter, his meeting and talking with another salesman made that man feel better, made many a man take a new hold. His English birth and manners gave him an added charm that endeared him to us all. We have all lost a friend.

Mr. Bate entered the employ of S. F. Bowser & Co., Inc., in 1898 since which time he has traveled the length and breadth of the country, serving well the interests of the company. No salesman has done better work for he was always a conscientious hard worker. Bowser & Co.'s interests were his interests and in Mr. Bate could be found one of the reasons for the growth of the company.

Though one of the oldest salesmen in length of service, Mr. Bate was one of the best right up to the time of his sickness, and his value to the Toronto office was incalculable.

Our heartfelt sympathy is extended to his wife and family of whom there are two sons and two daughters and we know we express the feelings of all the salesmen, executives and office force of the company. Mr. Bate was our friend and we mourn his loss.

A Big Shipment

The above is a picture of a shipment of tanks recently made to the Flint Varnish Works, Flint, Mich. It illustrates the fact that the excellency of the Bowser System of Oil Storage is appreciated by the largest users of oil everywhere.

The reasons which led to the order, economy, convenience, safety and cleanliness are the same that appeal to the retail trade. The same principles are involved.

W. A. Pitcher

Here's our other "Bill" for the Railroad Department. Mr. W. A. Pitcher has taken up the work looking after the railroad business in the Eastern District. He comes splendidly equipped for the work, his many years' experience as expert for the Standard Oil Company, making him one of the best informed men we could have secured. We look for big results from Mr. Pitcher and feel sure he will achieve them.

Frank Howard Recuperating.

Frank Howard who has been an invalid for months reports that he is now on the road to rapid recovery and hopes to be in his old time condition by January 1st. We hope so, too, for Mr. Howard in health is a "business getter."—Here's wishing him good luck.

An Enthusiast.

C. V. Smith just recovering from a long siege of rheumatism that has kept him close to his home, is the most enthusiastic salesman on the list. He is a personal friend of Mr. Jenkinson and is positive he can sell more tanks than W. E.—All right we're willing—Hurry up Smith and get well.

Quota Busters

That's Going Some

H. T. Purdy came to Fort Wayne on "particular business" and brought nineteen orders with him,—the result of four days' work.

He's a Bird.

E. R. Bird, a new man starts out like a veteran, an order a day the first few days in his territory. That's a sure way for him to feather his nest.

Good for Cornell.

A. B. Cornell is going the pace that's hard to follow for some. Twelve days in November, nineteen orders, averaging $100.00 each shows splendid salesmanship.

Cragg of Canada

As a Quota Buster, Thos. Cragg is out to win. He is to be congratulated for his business so far this month. 1500 miles from Fort Wayne he has sold seventeen orders for a total of over $1,700.00.

Another Buster.

Just to prove it was'nt accident, H. C. Carpenter is duplicating his October record,—twenty-two orders in twelve days is his share toward the million.

Figure It Out.

The man who sells an order a day must be considered a winner. That's the class in which R. L. Duncan and O. B. Fitch have placed themselves this month. Keep it up.

Just Keeps Diggin'

F. B. Homsher worked two days on one order and couldn't sell it—you can't sell everybody. He says he couldn't afford to lose that time, somebody had to pay for it and so he convinced thirteen merchants in ten days that they needed tanks. They did, too.

From the Pacific.

There's a bunch of hustlers on the coast that are bound to make "Old Quota" feel bad. Jenkinson, Rodman, Smith and Olds are a quartet that can be proud of their buisness. There are no other four men who have turned in as many orders this month as these gentlemen.

A Consistent Salesman.

W. B. Lynham assures us that we can count on him—he backs it up with fourteen sales from Nov. 1st to Nov. 12th.

Two Good Orders.

Two orders aggregating $1,100, received in one day from F. W. Meegan, shows more of the true sales ability for which he is noted. Mr. Meegan has the art of selling Paint Oil Equipments reduced to a science.

Boom! Boom! Boom!

Just arrived—a future Bowser salesman. Our genial Supt. of Salesman, Mr. W. G. Zahrt, is the proud and happy dad of a big bouncing boy. Genial before, now he fairly bubbles over. Congratulations are in order.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 1. FORT WAYNE, INDIANA, DECEMBER 31, 1906. NO. 17

HERE'S wishing you a Happy New Year. May your sales in 1907 be many, the tanks sold, large, the orders promptly filled, and the accounts quicklypaid. May you never be sick, never be in trouble, never know sorrow. May you be loved and honored by all who know you.

A Few Resolutions to Select From

I will not knock.

I will play the game fair.

I will not be two-faced.

I will make a desperate effort to have respect for the suggestions and opinions of others, for in so doing I *may* learn something.

Although I am very wise, and therefore never err, I will try to believe that the other fellow may have a few occupied brain cells—although these cells are undoubtedly loaded with very inferior stuff.

I will not knock.

I will be kind to my family and others.

I will not—*I will not*—act as though I was suffering from a hopeless case of gout—I will not.

I will not imitate the animal whose hide is thick and whose hair is short and whose highest worldly ambition (sor far as known) is to be a star performer at the trough.

I will not knock.

I will not forget that my habits, commercially as well as morally, indicate the kind of a man I am.

I will not insert my nasal appendage into other men's affairs until invited to do so—and then only part way.

I will not be a tagger-on or an aper if I can possibly be anybody without it.

And I will not knock. —M. W.

THEY DID!

To Our Boys on the Road:

Gentlemen:—It has been sometime since you have heard from me and it is now that I am going, to some extent at least, to tell you what I have been doing all summer. I have noted from time to time that there was mention made of me in the paper, so that you certainly have the impression that I am still on earth. One of the items concerning myself said that I was having a lot of trouble in getting started with our new plant in Toronto and it wound up by saying that "the way of the wicked was hard." Now, that did not apply to me, as I made big headway as you will see later on, but the Editor had just gotten back from his summer vacation and he camped near a lake and it struck me that more than likely he had been fishing on Sunday, got nothing and possibly through some mishap or other capsized and came near drowning, then it was, doubtless, that the above Scripture came to his mind and as I was jockeying a little with the City of Toronto and the C. P. R. Railroad, concerning our location, he thought I was having trouble and referred to me as above stated.

Now, as to what we have done this past summer, I will try and briefly state it. As all of you who were here at our last Convention a year ago know, our capacity here was "full up" and it got much fuller before Spring, and we, looking somewhat into the future, saw that we ought to prepare for a great business that was near at hand. As the Canadian Duty has been adjusted, raised and adjusted several times and every time making it cost more to land goods in Canada, it became quite apparent to us that we had to either arrange to manufacture our goods over there or quit the country. So in the early Spring we went over to Toronto and thoroughly canvassed the situation, then picked out one of the most desirable factory sites that we could find in Toronto for our business, upon which we wanted to erect our new factory at once. Accordingly we engaged an architect and gave him a sketch of the kind of a factory we wanted and ordered him to prepare plans and specifications according to the city requirements, which are very rigid. While the plans were being prepared, it got noised about that we were going to build our factory on the plot of ground that we had picked out, a part of which was in front of Liberty Street, upon the north side of which the C. P. R. Railroad had a siding built to accommodate the manufacturers in that immediate neighborhood and they stirred up the city to put the street through so that they might extend their tracks on past our place further west. We would not give up any of our ground until we got other ground so that we would have room for future buildings if we wanted them, as we had already provided for and Kelly, Foy & Flynn owned all of the adjacent ground. Now, think of me trying to do business with the City Officials of Toronto, the C. P. R. Railroad and the firm above referred to, whose name is a pointer and you may rest assured that with this combination there was no such thing of getting matters adjusted in a week. So to make a long story short, after several weeks of pushing and pulling the city gave us a continuous piece of ground running clear across the north end of the square in which we were located. They vacated the alley, which was 17 feet wide so that if we ever wanted to we could build a solid building from street to street, so we now have at the east and west end of our property a fine paved street and we have Liberty street running immediately on our north side and on the north side of this street the C. P. R. Railroad is extending its road, hence the location which was splendid is now far more valuable than it was before this adjustment took place. I am glad to say that I got through without having to pay one dollar so far as the rearrangement of the ground is concerned, but we will have to pay a little something for our share of opening the street through and I am sure that our property in the next five years will be worth at least one-half more than it has cost us. So much for the ground.

The location is on Frazer avenue, near King street, West, just back of the Carpet Factory which is about twelve minutes' ride from the center of the city. The factories all about us are clean, substantial, fine-looking buildings, none other will be permitted to be put up by the city and our

building is no exception to the best of them. Now, after I had gotten the land deal all straightened out, the putting up of the building was on hand. At this point I took up the plans and specifications and after some figuring and re-arranging of the plans, I got them in shape for bids and finally got my contracts all let in good shape and very satisfactorily. Up to this time, I had been very busy, more so than I ought to have been, my health considered, but I thought when I got the contracts let that I simply could visit around Toronto and have a good time during the summer, but I want to tell you this was all a dream. As soon as I let my contracts I came home to rest for a few days, after which I went back to see how my contractor was getting on. I found them pushing things right along but I found that there was a little change really necessary here and the next day I found that a change was necessary there and then I began to wake up to the fact that it was absolutely necessary for me to be right on the building every day. Now that the building has been completed for some weeks, I can see that it was absolutely necessary to stay there until the last day's work was done. If some of the things had been done that would have been done by oversight of the contractor or by a willingness to slight the work for the gain there would have been in it, big blunders would have been made had I not been there and had the work done properly. One of these I will mention; namely, the sleepers for the factory floor were to rest on a concrete foundation and have concrete filled in between them, thus preserving the sleepers indefinitely. Had I not been there, the sleepers would have been laid on the ground and filled in with the concrete between them, thus in about a year or two our sleepers would simply have been rotten sticks of wood, as the moisture from the ground would have rotted them out in a hurry. This, you may imagine, would have been an expensive thing for us to make right in a year or two when our floor would have begun to go to pieces on these rotten sleepers. But this did not get away from me and I can promise you that there was not anything that got away from me and I am glad to say that we have a building there that will bear rigid inspection from top to bottom throughout, it is A-1. Later on, you will see the picture of this and our Boston Office together with the Home Plant on our letter head. The size of the Toronto factory is 50 feet wide and 125 feet long, two very high stories in height. The building is built abundantly strong with a view of adding more stories if necessary; also in the rear we have 142 feet more upon which to build, which will bring us clear back to the street on the west side, so we are sure that we are not going to be cramped for room to expand as the trade may increase, for a good many years to come.

We are equipping this factory with sufficient machinery to meet all requirements of the Canadian trade. We get our power from the electrical plant at Niagara Falls. They run into Toronto and are furnishing the factories there power at a very reasonable rate. We expect to have all of the machinery installed and the plant in full working order by Feb. 1st. I might give a word of explanation concerning the delay in putting the machinery in. We are buying a great many new machines in the home plant, all of which are much heavier than the machinery we have and have arranged to send the light machinery, together with some new pieces over to the new factory and owing to the delay in the arrival of some of this new heavy machinery it has delayed the machinery for the new plant—hence the delay.

I would say as to the office—it is a dandy. We took 40 feet of the first floor of the entire front of the building. In this office we have a splendid large vault, cloak room, show room, reception room, manager's office and a general work office. The interior of the office, both in appearance and arrangement, is very pleasing indeed. Under the office, we have a large deep basement in which we have our steam boiler by which the plant is heated throughout. This is about all that I know of interest to say concerning our plant in Toronto. I might add that it is very near the Exhibition Grounds and any of our salesmen or friends calling on the boys over there will certainly receive a warm welcome.

Now, as to about what we have been doing in and about the Home Plant. At the same time that we figured on building in Canada, we figured on making additions to our Home Plant and we had gone so far as to get plans and set about for the erection. In the meantime, we were working day and night and some of our neighbors objected to our noise at night, also to some coal in the street immediately south of our plant and they begun to try to make it a little disagreeable for us. At an opportune time I came home and took the matter up with the boys about getting the street vacated and at once bought all of the property that we did not own on the south side of the street, then I went to the Board of Public Works and asked them to vacate the street to us, showing them that we owned all of the ground on both sides of it. This they would not do. Immediately I got up a petition for all of our neighbors to sign, asking the Board to vacate to us the street that we might make things better for them and make a greater factory in their midst. I got the signature of every one of our immediate neighbors—156—not one dissenting voice. I presented the petition to the Board and they immediately granted it, thus giving us the street 60 feet wide and 400 feet long. I would like to say right here that this is the first thing we ever got for nothing and the next thing a few weeks later, the great city of Toronto gave us an alley 17 feet wide and 50 feet long.

The street above referred to, you will readily see, gave us a splendid piece of ground joining our factory on the south. This changed our plans completely. We moved off some of the houses that were in our way on the property south of the street just vacated, at the east end of our plant and here we erected buildings almost equal to our original plant and in addition, we made our machine room 40 feet longer and put an addition to our carpenter shop of 140 feet; altogether we have built more shop room this year than we had all told eighteen months ago. In other words, eighteen months ago we had what would make one room 40 feet wide and 800 feet long. This year we have built enough shop room to make a room 40 feet wide and 850 feet long. Last year, however, we put up what would make a room 40 feet wide and 300 feet long; add to this our fine sheds, and we would have a building something over half a mile long.

Now, on top of this, our office was 32 feet wide and 65 feet long, running east and west and it stood 60 feet north of the alley. Sometime ago, we built an "L" on it running down to the alley from the east end. This year, we put another leg to it at the west end running down to the alley, leaving a court between the two additions for light and air and we made the whole business two stories. In this office now we have 83 people and there is plenty of room for 200, so we think that the office building will take care of us for some years to come. I wish to say that this plan worked out splendidly, it has made it exceedingly convenient in every way and we are credited with having decidedly the finest offices in our city.

In addition to all of this, we have bought a great deal of high-class machinery this year; one piece weighing 108,000 pounds, two others weighing about 50,000 pounds each, and aside from these some thirty smaller pieces. Five of these are very heavy pieces, one being a 40-foot Electric Traveling Crane, which lifts ten tons. This and some of the other heavy pieces are used in the boiler iron tank department, where some of the large tanks weigh as high as 10,000 to 15,000 pounds.

The last of the buildings will be finished in ten days. Some of the machinery that was ordered a year ago and should have been shipped as early as last May, is not in yet, but we have reason to believe that it will arrive by Jan. 10th, and this will complete our machinery layout. All of the above will cost us somewhat in excess of $100,000.00. This is a much larger sum that we had any idea of expending when we started out, but as the trade opened up and the necessity became apparent, we prepared to take care of our trade in a business-like way in the near future at least. We have said so many times that we were now fixed for some years to come, that we hesitate to say that now and yet we feel that we will at least have a good big rest before we will have to make any considerable additions again.

This comprises what we have been doing this past summer and I am sure that it will not be hard for you to see that we have been awfully busy. As for myself, I have gone the limit; I have never been cautioned so much in my life about the danger I was incurring to myself by taking such

an active part in the business as I have this summer, but as I have said, I got pulled into it by being able to look after the building in Toronto clear through, as the boys were tied up with the improvements here, so it was impossible for anyone to relieve me. But I am truly thankful to the dear Lord that I was able to stay with it to the end and that is just what I did, I was there until almost the last nail was driven. The rest of the boys have been equally as busy here at the Home Plant, but their health not being in the condition mine is, they did not live so much near the danger line as I did. So I think that if any of you have thought that I ought to have had a letter in "The Boomer" now and then, you will surely excuse me when you read the above.

I am glad to say that with all of this wonderful progress, the business has been pushed to the utmost. We asked for a million dollars worth of business this year and I am glad to say that our shipments will amount to $1,040,000, with $100,000.00 unshipped orders on our books, which will get out in a hurry the first of the year. This is an increase of 70 per cent. over last year. All considered, I think anyone would have a hard time to find another factory that can make such a showing as this and I want to now in behalf of the firm, thank all of our help from the office boy up, for the great interest and the active part they have taken in the firm's business in 1906. The managers in every department have put forth their best efforts and they are loud in their praise of all of their help and this is very encouraging and satisfactory to the men who are guiding the affairs of this industry that is becoming what we sometimes call a great industry, the managers of which must be men of unquestionable business ability. We have the managers and they have the business ability as our work this year certainly proves.

This, I think, sets before you about all that I can tell you of interest at this time; therefore, I will close, wishing you all good health for the coming year and splendid success in your efforts in whatever capacity you are serving.

Most sincerely yours,

A. F. Bowser

HOW THE STOCKING WAS FILLED

Mr. Bowser has thought a great deal about the 1906 business, the quota and how it was to be gotten. It has occupied his mind in the day time and at night he has dreamed about it. If our artist were a mind reader, he could not have more correctly portrayed actual conditions for the stocking of 1906 was filled exactly as shown above, each man in east state contributing a generous share.

MILLIONAIRES

Definition—Millionaires—The maker of a million. So we can with propriety, designate those named below as millionaires for they made the million and made it eleven days ahead of schedule. To each and every one of you are extended the sincerest thanks of S. F. Bowser & Co. for the excellent work done during the year 1906. May the coming year be a happy, prosperous one.

A COMPLETE LIST OF SALESMEN AND THEIR TERRITORIES:

Name	Territory
Bledsoe, N. H.	Indiana
Bowen, Geo. E.	Special
Bryld, E.	New York
Bowman, P. H.	New Jersey
Buckmaster, J. D.	Arkansas
Bird, E. R.	Washington
Bigelow, G. W.	New York
Curry, A.	Virginia
Cragg, Thos.	British Columbia (Canada)
Chase, D. W.	Massachusetts
Caskey, E. M.	Illinois
Connolly, J. F.	Massachusetts
Comparet, C. M.	Wisconsin
Collins, A. H.	Maryland
Carpenter, H. C., Jr.	Tennessee
Cornell, A. B.	North Dakota
Cashman, P. F.	New Hampshire
Cavell, B. W.	Kansas
Cornell, Geo.	Minnesota
Clifford, J. B.	California
Davis, F. F.	Maine
Duncan, R. L.	Wisconsin
Dietch, J. N.	Detroit
Evans, C. D.	New Brunswick (Can.)
Eldredge, N. S.	Tennessee
Eggleston, C. R.	New York
Fitzpatrick, W. J.	Massachusetts
Fitch, O. B.	Indiana
Faust, W. J.	Kansas
Finzer, R. H.	Kentucky
Freeman, C. W.	Maine
Fitch, W. A.	Ohio
Franklin, K.	California
Griffing, S. B.	Iowa
Gilmore, J. A.	Ohio
Gridley, C. A.	Boston
Gledhill, Walter	Connecticut
Gridley, C. W.	New York
Gumpper, J. D.	Indiana
Hance, G. R.	South Dakota
Hughes, J. S.	Ohio
Howard, F. G.	Tennessee
Haury, John G.	Ohio
Hoffritz, C. W.	Pennsylvania
Hafner, G. W.	Virginia
Hale, J. E.	Ontario (Canada)
Hettrick, C. S.	Ontario (Canada)
Hunt, C. H.	Virginia
Heusner, G. L.	Colorado
Hanks, F. L.	Chicago
Hessenmueller, K. F.	Chicago
Holmes, J. L.	Mexico
Hayes, E. P.	Kansas
Homsher, F. B.	Indiana
Henry, O. H.	Texas
Hyde, C. S.	Texas
Horner, S. M.	Michigan
Inslee, W. D.	Indiana
Irwin, M. A.	Wisconsin
Jenkinson, W. E.	California
Johnson, Jule	Nebraska
Jordon, S. L.	Georgia
Johnston, W. M.	Michigan
Johnson, R. S.	Ohio
King, F. M.	Texas
Koser, Geo. L.	Pennsylvania
Koser, Robert M.	Pennsylvania
Kelly, C. H.	North Carolina
Kerlin, W. L.	Indian Territory
Klotz, E. F.	Pacific Coast
Kamp, L. D.	Pennsylvania
Lipes, R. B.	Wisconsin
Law, C. P.	Pennsylvania
Lynham, W. B.	Virginia
Leslie, F. W.	Ohio
Lindsley, Henry	New Jersey
Lightfoot, F. S.	Pennsylvania
Ladd, John S.	Brooklyn
Ladd, W. H.	New York City
Laverty, Archie	Nebraska
McCardel, H. B.	Illinois
McGiveny, Victor	Massachusetts
McComb, J. I.	Indiana
McConnell, F. J.	Utah
McClure, Rosser	Kentucky
McIntosh, R. E.	Wisconsin
Mumford, W.	Illinois
Moffatt, A. E.	Ontario (Canada)
Myerscough, Joseph	Maine
Merickel, J. W.	Manitoba (Canada)
Merritt, H. E.	Minnesota
Mathers, T. D.	New Jersey
Meegan, F. W.	New York City
Medsker, J. H.	Pennsylvania
Martin, A. A.	Ohio
Naylor, A. F.	Missouri
Olds, F. H.	California
Pressgrove, J. P.	Louisiana
Pitcher, Wm. A.	Railroad East
Purdy, J. B.	Mississippi
Purdy, H. T.	Alabama
Quarles, Geo. R.	Philadelphia
Robertson, Wm.	Nova Scotia (Can.)
Rowan, L. S.	Massachusetts
Rodman, J. G.	California
Ratcliff, A. G.	Oklahoma
Romer, Geo.	Indiana
Ring, N. A.	Maine
Rosconi, Napoleon	Quebec (Canada)
Rodenbeck, F. G.	Wisconsin
Simpson, W. T.	Railroad, West
Seymour, D. J.	Rhode Island
Saunders, C. E.	Florida
Sitton, J. M.	South Carolina
Smaltz, F. M.	Indiana
Smith, C. V.	Indiana
Stacy, Edw.	Iowa
Shields, D. H.	North Carolina
Storer, H. W. M.	Massachusetts
Swartz, Levi	Ontario (Canada)
Snow, J. S.	New York
Smith, Lewis	Connecticut
Somers, P. H.	Ohio
Snow, Robert E.	St. Louis
Smith, W. C.	Washington
Stoddard, S. D.	Oregon
Smurthwaite, M. G.	Michigan
Traxler, D. C.	Texas
Taylor, Chas. F.	Wyoming
Vonderau, P. W.	Illinois
Webb, G. H.	Pennsylvania
Watson, Ralph	Wisconsin
Wood, M. M.	Illinois
Walker, E. P.	Nebraska
Wilson, O. H.	Arkansas
Wrisley, F. A.	Connecticut
Wyckoff, A. D.	New York

Overheard at the Factory

Zahrt—How do you spend your evenings, Medsker?

Medsker—Read about two-thirds of the time, sleep one-third.

Zahrt (a little later)—Say Medsker, when do you generally turn in and go to sleep?

Medsker—Eleven.

Zahrt—And get up?

Medsker—Seven in the morning.

A Quota Buster.

F. H. Olds says California's "heap good state"—appreciates a good tank—bought eleven in two weeks and Frank's December business helped the quota a whole lot.

Did This Ever Happen to You?

Mr. Zahrt, the Superintendent of Salesmen, took a run over into Iowa and spent a week demonstrating the Bowser tanks. Two weeks after his return a letter was received from a merchant on whom he had called, reading in part:

"I gave your man Zahrt an order for a tank, when will you ship?"

No order had been entered—Zahrt had sold the man and did not know it.

Poor Old Quota.

Fifteen orders in three weeks, pretty good eh, for a new man. Just watch his figures when he has been in the game longer. We mean Levi Swartz.

In at the Finish.

A successful salesman must stay with the game until the finish. There's no let up for him and the December 1906 records show very interesting figures and explain why the shipments for December are greater than any previous month of our business history.

Jenkinson's Reply to Smith's Challenge.

W. E. Jenkinson says Smith's got to go some to beat him, at least his orders talk that way. "Jenk" ended the year with a bunch of big business running into five figures for three months.

A High Water Mark.

Hats off to Wilson—O. H. we mean. He says "seventeen stores, three days, seventeen sales"—and our record shows thirty-six sales in eighteen days this month. We believe this to be the high record mark, something for everybody to aim at next year.

Quick Work.

Saturday, 11 A. M., Fort Wayne—Inquiry received for price on tank.

Saturday 3 P. M. wired A. G. Ratcliff to call—Saturday 5 P. M., Ratliff wired the order in—amount $675.00.

Good Man Doc.

K. F. Hessenmueller's December business was very fine—proves that the conquest of Chicago is in very good hands.

'Way Up Top.

If we were to publish the relative standing of all the men selling goods, it would not take much reading to reach the names of J. N. Dietch and H. T. Purdy. Every month finds them with their quota and December is no exception.

Too Bad About That Week.

H. W. M. Storer put in a week at the New York show and then finished up as one of the high men for the first three weeks in December.

An Apology.

We neglected to include S. D. Stoddard in our mention of successful Pacific Coast Representatives in the November 15th issue. Stoddard's average has been very high all year, winding up with four figure totals for both November and December. The omission was certainly unintentional.

Keeping it in the Family.

Cornell and Cornell—A. B. and G. between them, managed to find a market for nearly $3,000.00 worth of tanks the first three weeks of the month.

Can Sell Any Old Thing.

Everybody knows Comparet, dustpan, washboard and now tank salesman. If you want to know how to sell sixteen tanks in eighteen working days, write to him.

Good for J. F.

J. F. Connelly must have needed Xmas money. He routed out a fine lot of orders, showing up for a big total.

Get the Habit.

Nineteen orders, twenty-two days, counting Sundays, is R. L. Duncan's way of showing up at the finish.

Cavell Is Learning

B. W. Cavell, one of the newest Bowser men, got into his stride quickly. His first week in the territory netted us seven orders. Fine start.

Wow ! ! !

Here's another new man with a *big start,* Jules Johnson placed eleven orders in his first two weeks for a total running into four figures. Thank you.

Bowman Grist.

P. H. Bowman sent in a big grist of orders in December and is to be congratulated for his highly creditable showing.

"Indiana's Full Up."

In 1885 the first tank made by Bowser & Co. was sold in Indiana. The states have been covered every few months ever since. There are eight men in the state now and none of them want new territory. Here's the record of three of them for the first three weeks of December:

J. D. Gumpper—Twenty orders.
Rosser McClure—Twenty-two orders.
F. B. Homsher—Twelve orders.
And each for a large total.

Each of these men has a record to be proud of for 1906—for December was simply a repetition of previous months.

Does'nt Mind a Blizzard.

Thos. Cragg had to contend with a blizzard, a blockade, an epidemic of diphtheria, and similar handicaps, but shows up smiling (as usual) with a total above the thousand mark before Xmas.

A CORNER IN THE BOILER ROOM

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, FEBRUARY 5, 1907. NO. 1

"Keep On Keepin' On."

"If the day looks kinder gloomy,
An' your chances kinder slim;
If the situation's puzzlin'
An' the prospects awful grim,
An' perplexities keep pressin'
Till all hope is nearly gone,
Jus' bristle up an' grit your teeth,
An' keep on keepin' on.

Did you almost sell Mr. yesterday, and then he got away from you?

Cheer up---try again. "Keep on Keepin' on."

Didn't your prospect show any interest? Perhaps you didn't put enough "ginger" in your talk. Get up Enthusiasm, and "Keep on Keepin' on."

Was the trip a long one, the roads muddy, and the weather disagreeable? Remember that there's a turn in every road, if you "Keep on Keepin' on."

A Motto for February,

"KEEP ON KEEPIN' ON"

AN EDITORIAL for FEBRUARY The Shortest Month in the Year but one of the Best for BUSINESS

This is a February editorial, an editorial for TODAY.

The first of each month, not the first of the year, is the day for good resolutions. Then if they are soon broken can be soon made again.

You need not WAIT A YEAR before resolving to abandon your old habits (obsolete methods) and replace them with up to-date ones.

BEGIN TO DAY, NOW, and make resolutions to GRADE UP. It will be money in your pocket. It isn't hard. It simply means a little more study of the tank business, a little more enthusiasm, a little more work and willingness to "KEEP ON KEEPIN' ON."

When you go into a town in addition to calling on the kerosene trade,

Resolve:

To Sell Larger Tanks
To Make More Exchanges
To Sell Paint Oil Outfits
To Sell Gasolene Outfits

The only way to catch up with work is to KEEP UP WITH IT. Don't get the Spaniard's habit of saying, "Tomorrow, tomorrow."

If you think Tuesday or Wednesday or Thursday is going to bring the strength and energy to do the things you ought to do today, you are going to be disappointed.

The man who says to himself, " I never can get started before Tuesday. Monday is always dull and blue, and I don't feel like myself at all," is the man who has some excuse to offer for his indolence all the rest of the week.

If you failed to do all the business you wanted last month, you need not fail in February. Make your resolutions, and KEEP THEM THROUGH THE MONTH.

Next month make new and STILL BETTER RESOLUTIONS, AND KEEP THEM.

This is the day to say to yourself, I WILL DO WHAT I HAVE TO DO NOW.

I will do it WELL, better than I have ever done it before. I will make up for the idelness or procrastination of last week by doing what I should have done then.

"I will begin the many things I have been bromising myself to do for years, MAKE A START ON AT LEAST ONE OF THEM, leaving the others, if need be, to put into resolutions some future time.

Make these resolutions and carry them out, and Saturday night you will go home with the comfortable feeling that is a stranger to most of us, the feeling that you have earned the Sunday holiday, and will enjoy the rest it brings better than ever before.

And when the NEXT MONTH is here you will be ready for a set of higher resolutions; for once you begin to make real progress the facination of it will not leave you.

After you have BEGUN RIGHT you will see that you cannot afford to go back to the old ways, and when the first of the year shall come you will need to make no resolutions save those of the sort you have learned to make every day.

Reason Number One

From time to time, in each issue of the "Boomer," we will present to our salesmen reasons why a merchant should use a Bowser tank. This month we present reason No. 1.

It Pays

IT PAYS: Every proposition is judged by one standard, "Will it pay?" We have been manufacturing Bowser Self-Measuring Oil outfits for twenty years, and thousands and thousands of merchants have written us that our outfit has paid for itself by its own savings. As a matter of fact, our tank really costs nothing, because it pays for itself by its own savings and with money which a merchant would not have if he had not used the Bowser Self-Measuring Oil Tank. In other words, it means this:

We place a tank with a merchant, the tank immediately begins to save him money. In a short time the tank has paid for itself, and year after year the merchant has use of the tank without any expense whatever.

Proof

"We were undecided for a long time whether or not we would install a Bowser Tank, but now that we have used yours we could not get along very well without it." Traders Coal Co., W. L. Schlager, President, Scranton, Pa.

"It is really worth just what you ask for it. I would not take a hundred dollars for my Bowser Tank if I could not get another like it." J. W. Fant, Morriston, Fla.

"I would not be without one at almost any price." J. L. Burrow, Byhalia, Miss.

"I would not try to do without it." F. C. Danehower, Haynes, Ark.

"I believe it will pay for itself in about one year." B. W. Blake, Scarboro, W. Va.

"We are very proud of our investment, and can truthfully say the Bowser Tank is a property every merchant should possess." T. H. Farris & Son, Overton, Mo.

"I would not be without one if it cost $200.00, and would advise everyone handling oil to purchase a Bowser Tank." F. H. Goodwin, Branch, Vt.

"I would not be without a Bowser Oil Tank in my store. I bought your tank the first opportunity I had after I went into business. I consider it the most valuable fixture in my store." P. P. Gibson, Honey Grove, Tex.

"I would not part with it for twice the price if I could not get another." D. V. Reed & Co., Slayton, Minn.

"I consider it one of the best investments in store fixtures I have ever made." C. Thoreson, Minneapolis, Minn.

"It is one of the things I would not like to do without." D. F. Archibald, Athel, N. S., Canada.

"I cannot understand now, after using it, how I have gotten along without a Bowser Tank." C. A. Caldwell, Eminence, Ky.

"It is a money saver. We thought it was too expensive in the first place, but now we consider it a paying investment." O. H. Dietrich & Co., Allentown, Penna.

Extracts from "Boomer" Dictionary

Hotel: A place where a guest often gives up good dollars for poor quarters.

Hotel Register: The only autograph album that costs you to write in.

Telegram: A form of correspondence sent by a man in a hurry and carried by a boy in his sleep.

Barber: A brilliant conversationalist who occasionally shaves and cuts hair.

Discount: Something often sold in place of goods.

Hash: ?

SELL YOURSELF

To make a success of the oil tank business, faith i s required; faith in your goods; faith in yourself and faith in the merchants.

THREE HUNDRED THOUSAND BOWSER TANKS now in use. A HUNDRED THOUSAND satisfied customers.

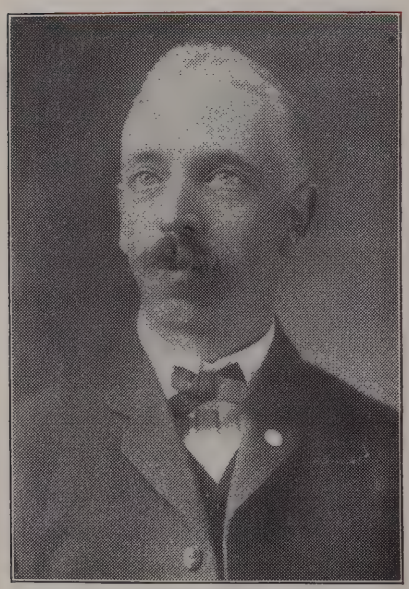
Increase in business last year, 70 per cent.

Increase in January, 1907, over January, 1906, 101 per cent.

Do not these striking figures inspire faith in your goods?

Before starting out on your next trip, SELL YOURSELF. Take out your model, go over it point by point—the superiority of the tank, the construction of the pump, the self-measuring features; how it measures gallons, half-gallons or quarts at a stroke, the Anti-drip Nozzle, the Discharge Register, Computer, Etc. Have a heart-to-heart talk with yourself. Put yourself in the merchant's place. Think of the annoyance of handling oil with measures and funnels. The loss from over-measures. The waste from inaccuracy, spilling, evaporation, etc. The soiled clothes, the tainted groceries, the washing of hands, etc., and then when you call on a merchant you can talk convincingly.

SELL YOURSELF, first, and the orders will follow as a natural consequence.



General Manager Polhamus has just returned from a two months' trip to California. While in the west he investigated the conditions in San Francisco, and reports that the city is developing rapidly. Mr. Polhamus intends to return to the west with his family and will spend a few months longer in rest and recuperation. He looks well, and, as Mr. Bowser says, after dining together, his health does not interfere with his appetite. Mrs. Polhamus and the children, Lillian, Russel and Robert, will accompany him, and we are sure all of the boys will join in an expression of good wishes for a safe and beneficial journey. His recent trip has benefitted him immensely.

BOOMERISMS

'Tis easy enough to be pleasant
When life glides by with a song,
But the man worth while
Is the man who can smile
When everything goes dead wrong.

* * * * * *

Everything comes to him who hustles while he waits.

* * * * * *

As we travel through life may we live well on the road.

* * * * * *

This world that we're a-livin' in
Is mighty hard to beat,
For you get a thorn with every rose,
But aren't the roses sweet.

* * * * * *

May we look forward with pleasure and backward without regret.

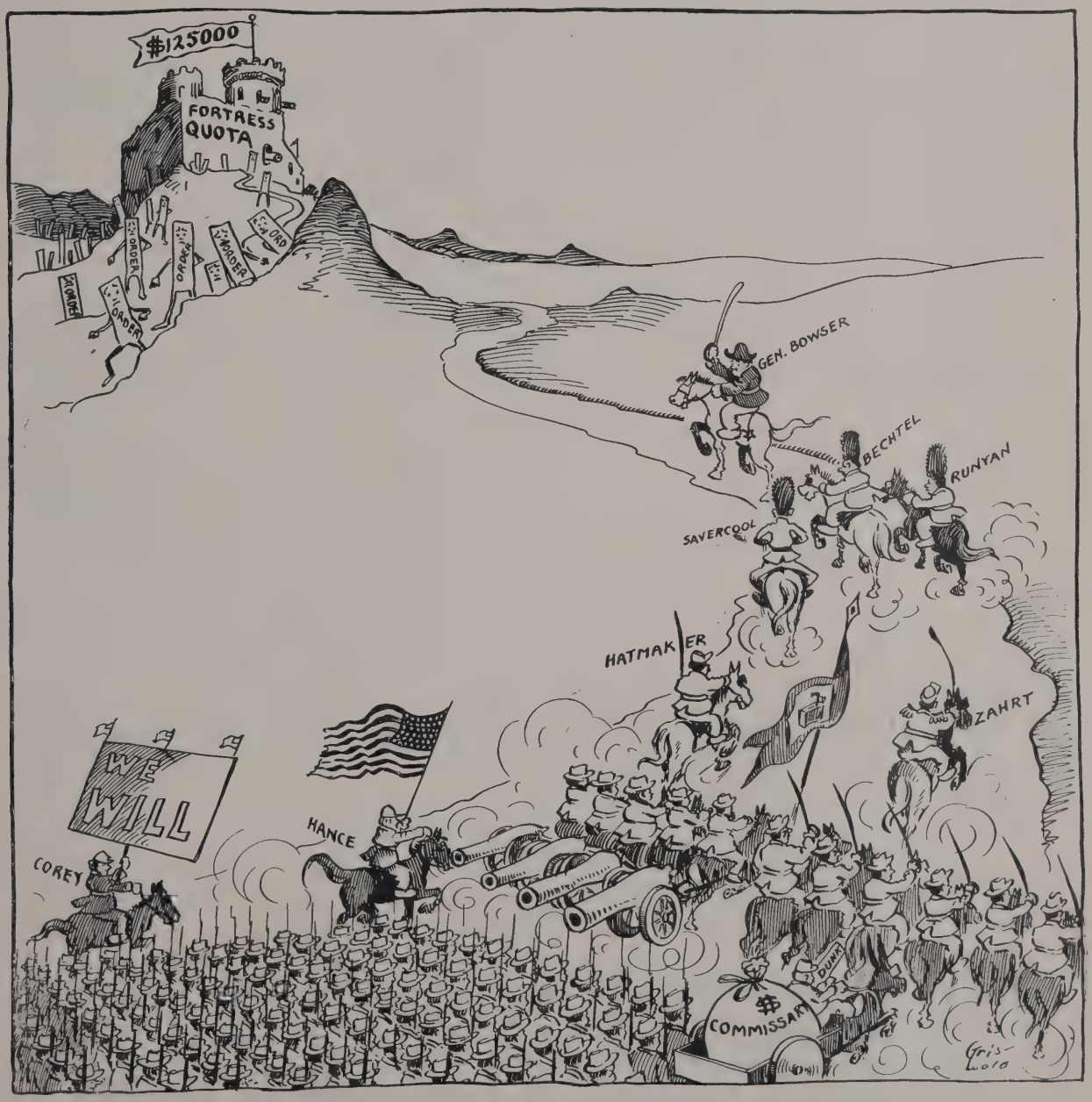
* * * * * *

Bill had a billboard,
Bill also had a board bill,
The board bill bored Bill so
That Bill sold the billboard
To pay his board bill,
So after Bill sold his billboard,
To pay his board bill, the
Board bill no longer bored Bill.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, FEBRUARY 20, 1907. NO. 2

WILL WE WIN?



IT DEPENDS ON YOU.

QUOTA $125,000.00

EMERSON, the philosopher, said, "Hitch your wagon to a star." In other words, " look up;" try for the " big things " of life; have a " mark."

We have set a mark for March, a quota of $125,000.00. Each salesman has been asked to shoulder his arms and to do his part in the Battle Royal. Commander-in-Chief Bowser is in the lead. Generals Bechtel, Runyan and Savercool, with Captains Hance, Zahrt, Hatmaker and Corey are in active command. Dunkelberg or "Dunk," Chief of the Commissary, is on hand with the munitions of war. Every member of the Sales Organization will receive a personal letter advising him of his individual quota.

A salesman sending in 50 per cent. of his quota by March 15th will be advanced to the rank of Corporal. A salesman sending in 60 per cent. of his quota by that date will receive the rank of Lieutenant.

Load up your guns with arguments!

FORWARD, MARCH!

NOTE---We expect to issue special extra "Boomers" with news of the battle. Special mention will be made of salesmen who, through proficient work, have been advanced to ranks of Corporal and Lieutenant.---Editor.

PERSONALS

Two Happy Men.

We report with pleasure, interesting items regarding two of our popular salesmen.

We are informed that Mr. H T. Purdy has successfully wooed and won an Indiana bride—Miss Edith Miller, of Fort Wayne. Of course, there is a romance. Mr. Purdy met Miss Miller during his visits to the factory. Of late the trips were very frequent. Miss Miller is a charming girl and has a wide circle of friends in Fort Wayne. The wedding occurred at the parsonage of the First Baptist church, Rev. Vichert officiating.

The leading paper of Oklahoma City contained the following item regarding our friend, "Garry" Rodman:

"A pretty home wedding occurred Wednesday at high noon when Miss Ethel Jennings, of 231 West Third street, was united in marriage to Mr. Garrard Rodman of San Francisco, Cal. On account of the ill health of the bride's mother, the wedding was a quiet one, only relatives and a few intimate friends being present, the ceremony being performed by Rev. Porter, of the First Baptist church. The young couple left immediately after for Frankfort, Ky., to visit Mr. Rodman's parents, also visiting friends in Los Angeles on their way home.

Miss Jennings is one of the most charming girls in the city's social circles, in which her loss will be keenly felt."

Bowen "Kept On Keepin' On."

Mr. Bowen had spent a whole day with a prospect in Oregon, and failed to get the order. The next morning, after thinking the matter over, the case looked so hopeless that he decided to move on to the next town without having another "try" at it. After his train had started he began thinking about the case, and decided first, that he was a "quitter;" second, that he was going back. So at the first station he got off and returned to the town. Result—an order.

"Please send me fifty, I'm 'pinched'."

Cashman.

We present herewith a picture of the gentleman who sent us the above terse telegram.

It seems that Mr. P. F. Cashman, or "Cash" as he is familiarly called by his friends, went hunting one day without a license. Of course, you know the result. A vigilant officer came along and invited Cashman to accompany him. He tried to secure his liberty by giving the officer some "Cremo" cigars, and almost succeeded by telling some of his good stories. "Cash" says, however, the judge gave him a good order, i. e., he ordered him to pay a liberal fine, and as he had just deposited his check in the bank before making the trip, he was obliged to send for fifty. We came tn his rescue and our friend "Cash" is, as the cartoon indicates, still hustling for orders.

Tom Cragg on a Hand-Car.

The following interesting item was received from the Canadian office:

"Our Mr. Thos. Cragg is encountering a great deal of trouble in getting over the ground in his Saskatchewan territory during January and February. Nevertheless he is making a very creditable showing. Blizzards have no terror for him, although in order to get out of the way of one, he worked a hand-car seven miles one day lately, with the thermometer registering 40 degrees below. It does seem as though there is nothing Bowser salesmen will not do that is honorable, to get business. The hand-car racket is the newest one we have heard of.

E J. Murphy, one of our new salesmen, is a hustler. Three orders received from him this morning, all bearing yesterday's date. The three orders are located in two different towns. Mr. Murphy ascribes this success to the fact that he is following the Calling List system faithfully.

THE BOWSER

BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND
On the Fifth and Twentieth of Each Month.

C. F. HATMAKER, - - - - - - - EDITOR.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication.

Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

March is one of the best months of the year for business. Make the most of the opportunity.

* * *

The shortest road to a soft snap is hard work. "Keep on 'keepin' on."

Be cheerful.

Be optimistic

* * *

Go in and take the order. Don't expect the customer to suggest that he would be pleased to give you one. Don't wait for him to make a formal speech, bestowing it upon you, like a college professor handing out a diploma to a bashful graduate. No one finds it easy to make up his mind while somebody is waiting for him to do so. Never put your customer to the trouble of making up his mind when you can do it for him. Talk from the start as if you took his consent for granted. Keep the whip hand in the conversation, and don't give him a chance to block you with a definite "No!" As soon as you have won his confidence and made clear to him just as many facts about your proposition as it is necessary for him to know—wasting no time on superfluous information—close the interview by presenting the order blank for him to sign. Do this in a confident, decisive way, as if there could be no question of his complying—as if it were as much a matter of course for him to sign as to answer the "Hello!" of a friend on the street.

* * *

In selling a Bowser tank, three steps are required:

First, the approach,

Second, the demonstration,

Third, the closing argument.

If your approach is poor you will weaken your demonstration. So much depends upon the "first impression" that every salesman should give serious thought to the best methods of approach.

* * *

Some salesmen go on month after month selling practically the same type of outfits. They overlook the flexibility of the Bowser equipment and the possibilities it affords for "grading up." In addition to calling on the kerosene trade, if you really want to increase your business, resolve: First, TO SELL LARGER OUTFITS; Second, TO MAKE MORE EXCHANGES; Third, TO SELL PAINT OIL OUTFITS; Fourth, TO SELL GASOLENE OUTFITS. We are issuing handsome advertising matter along these lines and will be glad to co-operate with the salesmen, in making each territory more productive.

* * *

We are endeavoring to make the "Boomer" so interesting that the salesmen will look forward to each issue with pleasant anticipation. It is distinctly our salesmen's paper, and the editor will appreciate criticism and suggestions—looking toward its betterment. Tell us frankly what you think of it. Send us any items which you feel would be of interest to the other salesmen Feel that it is your paper, and that it is issued for you. We expect to use in it pictures of the salesmen from time to time, and we shall appreciate it if those who have not sent in their photographs, will do so at their earliest convenience.

* * *

Self-analysis in our business is educational. We present herewith five questions which we desire our salesmen to ask themselves each day:

Do I know how to get my prospect's attention?

Have I really mastered the art of demonstrating a Bowser Self-measuring Oil tank?

When I have a prospect do I always turn my opportunities to good account?

Can I not make my closing arguments stronger and more convincing?

Am I really doing my best to secure orders?

* * *

Toasts to "Our Boys."

May we never envy those who are successful, but strive to imitate them.

May every day bring more happiness than yesterday.

May our actions ever evince this belief, that honesty is the best policy.

May every mirror we look at, cast an honest reflection.

S. F. Bowser

Selling Arguments

We received recently a letter from a salesman asking us to present some arguments covering the objection, "Price too high." Below, we submit some arguments which have been successfully used.

Price Too High.

If a man says, "Look here, the price is too high," suggest that the price is not the only thing to be considered. If you were going to buy a house, the first thing you would find out would be "what rent does it bring?" If the rent were not high enough to pay a good interest on the investment, you would not buy it. Now, Mr. Blank, why not consider the Bowser Self-measuring Oil outfit in the same light, i. e , as a business investment, for that is what it is. Buy it on the same principle that you would buy a house and lot.

Mr. Merchant, if a friend of yours showed you that by buying a house in your neighborhood you could make 15 per cent. on your money, would you hesitate about making the investment? Thousands of merchants have written us that the Bowser Self-measuring tank pays not only 25 per cent., but often has paid for itself in less than a year. If it is doing this for 300,000 other merchants, isn't it likely that it will do it for you?

Mr Blank, if you were to place $100 00 in your bank what interest would you receive on your money? They are not likely to pay you more than 4 per cent. are they? Here is an investment that will pay from 25 per cent. upwards, to say nothing of its neatness, convenience, etc.

Why are you or any other business man willing to pay a high rental for a business location? You can obtain one elsewhere at a much less rent. You are aware that it is cheaper for you in the long run to pay high rent for a good location than to pay, say, half the price for a location in which you would do one-tenth of the business. So it is in the case of the machine before you. It is not the actual dollars and cents you invest in the article, but the advantages which accrue to you through the use of a good, reliable tank.

Mr. Merchant, I am sure you do not believe in buying cheap things, as your store certainly shows that you handle good articles. Your stock does not look cheap, by any means. You like your Cash Register, do you not? Your other fixtures, too, are also modern. Why, then, consider buying a cheaper tank, when by the expenditure of a little more money you can buy one of the latest improved Bowser Self measuring Oil outfits?

As a matter of fact, Mr. Blank, the tank I am showing you is less expensive than the one you have. Your present tank is the expensive one, as it daily loses you oil, time, labor and money. The Bowser tank really does not cost anything, because it pays for itself by its own saving. It requires simply an initial outlay, say $100.00, and month after month it will pay you handsome returns on the investment. Suppose you invest $75 00 in our tank. The tank will last you at least twenty years. In other words it is only costing you about $3.65 a year, or a cent a day. Isn't it worth a cent a day to measure your oil accurately and without loss of time; to make your profit on every gallon you sell; to handle it in a clean manner, without being obliged to wash your hands every time oil is drawn; to prevent groceries being contaminated, offensive odors, etc? Isn't it worth a cent a day for all these advantages? As a matter of fact, *it does not cost you a cent a day*, but by its accuracy and by preventing the waste of oil which is bound to occur with your present method, it will *actually save* you from 5 to 10c a day.

When a prospect compares the selling price of the tank to the cost of labor and material in making it, the following argument has proven successful:

As a matter of fact, I do not know what the tank cost. It is difficult to ascertain. It depends largely upon the number manufactured; then, there is an element, which no one seems to consider—the cost of experimental work. But that isn't the point. The question is, *will it save you money?* If I cannot convince you that it will do this, I do not expect to sell you a tank. If it saves a small amount of oil, time and labor daily, it will certainly pay you a large interest on your investment.

You say the price is high, yet these gentlemen, who are progressive merchants (hand the prospect some testimonials) say if they could not buy another Bowser Self-measuring Oil outfit they would not part with the present one for several times its cost.

Mr. Blank, if you don't mind telling me, what did you pay for your Cash Register? ($200.00.) Your Computing Scale cost you another $100.00, did it not? The Cheese Cutter, also, cost you a little sum of

money, did it not? Just think of it, Mr. Blank, you could put all of them in this tank, which will cost you only $50.00!

Do not look at this as a cost. "Cost" is really the wrong word. If it will SAVE you money it really does not cost anything in the end. If I were trying to sell you a house, you would figure the profit you were going to get out of it. If the profit was a big one you would not stick at the price. You would not speak of it as *costing* so much. You would think of it as bringing you in so much PROFIT. The tank brings you in every day more than it costs you for that day. You do not have to pay for it in one day. In the time in which you have to pay for it, it saves you more than you pay. As a matter of figures, IT DOES NOT COST YOU ANYTHING. It brings you in something.

Mr. Merchant, it is true this tank will cost you a little money, i. e , it will require an initial outlay, but did you stop to consider that in case you do not buy, you are really paying for a Bowser tank without the use of one?

Mr. Blank, the Bowser tank costs you nothing, because it pays for itself by its own saving. It converts your present losses into present profits. In other words, it means merely this:

We place a tank with you, the tank immediately begins to save you money. In a short time the tank has paid for itself by its own savings, and year after year you have the advantage of the convenient, saving and economical features of a Bowser Self-measuring Oil tank without any expense whatever.

One he had missed.

Borrowby: "Let's see—do I owe you anything?"

Morrowby: "Not a cent, my boy. Going around paying your little debts?"

Borrowby: "No, I was going around seeing if I had overlooked anybody. Lend me five until Saturday, will you?"

Tim Dolan went West and took up Government land. A few years later his brother Tom visited him, and as they were going over the somewhat unkempt farm, Tom said:

"And how are you getting on, Tim?"

"Sure," replied Tim, "and I'm doing well. I'm holding me own. I had nothing when I came here and I have nothing now."

King Got in Trouble.

Our representative, Mr. F. M. King, of Texas, was seated in the train with another salesman when they came to a little town. His fellow-salesman said, offhand, that he thought he would get off and call on the merchant whose little store was near the railway station. King said, "Never mind working that man, you can buy his whole stock of goods for $50.00." He failed to notice, however, a woman who had taken a seat behind him. It proved to be the merchant's wife, and she proceeded to inquire, in a loud voice, what he knew of her husband's trade, finances, etc. The situation became very embarrassing. Mr. King declares now that he will never again discuss a man's financial status on a train.

Laverty and the "Other" Salesman.

Archie Laverty told us the following story: That he had sold a customer and was taking the measurements when the wife came in to inquire what her husband had bought. After he had told her, all she would say was "We don't want the tank." Mr. Laverty says he at once proceeded to convince her, and after an hour's argument she repeated "We don't want the tank." He grew discouraged at her unreasonableness and left abruptly. Six months afterward he went in the store to make another demonstration and when she told him about the Bowser man who had offended her, he did not disclose his identity. His talk this time resulted in a sale. A few months later when passing the store, he stopped in to see how the tank was working. This time the woman immediately recognized him as the first salesman and told him she had given the order to the second man who had called.

Be Flexible.

Make up your mind that there is a way to sell your prospect, and that you will find it. If it is in the man's personality, determine that you will find the spot in his character that you ought to touch. If he has some peculiar weakness, discover it and play upon it. If the fault is in your argument, or lack of knowledge, set yourself to study and to strenthen yourself where you are weak.

Make up your mind to get the order and get it.

Dr. Snail, (speaking to his friend, the Turtle): "You will have to excuse me, but I've got to hustle. I received a hurry call and I promised to be there in two days."

May we always command success by deserving it.

Primer for Bowser Salesmen

Issued by the Editor;

A for "Approach," and it wins half the battle;
Be cheerful, and then you will be hard to rattle.

B for the name that we sell under, "Bowser's"
It means that we always have coin in our trousers.

C stands for what we love best, our "Commissions;"
They bring to our bank accounts handsome additions.

D stands for "Drive" on a cold day in winter,
When the horse that you have is by no means a sprinter.

E stands for "Effort" and "Enthusiasm;"
Between these and indolence yawns a great chasm.

F stands for "Faith" in ourselves and our outfits;
If anyone has it, he can't talk without hits.

G stands for "Grit" that keeps going on grinding,
Rebuffs and annoyances not at all minding.

H is the "Harvest" we're every year reaping,
Which piles up the profits for "rainy day's" keeping.

I stands for "Idlers" who fall down so sadly,
Who love ease and loafing and hate work so badly.

J stands for "Joy" in our hearts ever thrilling,
When we take out our pens for a good order filling.

K is for "Knowledge" that gives us all power;
It helps us in many a difficult hour.

L is for "Laziness" known to be turning
Lives of success to rank failures, unearning.

M stands for "Money" for which we're all working;
A prize that keeps all of the salesmen from shirking.

N stands for "Now," when your man *should* be signing;
To-morrow you'll find him more firmly declining.

O stands for "Orders" we lose by postponement;
Our sorrow because of them is our atonement.

P means the "Patient" and also the "Plucky;"
They don't get their orders because they are lucky.

Q stands for "Quitters" of all men the meanest!
Why shouldn't *their* pocket books always be leanest?

R stands for "Rivals." May Fortune ne'er bless them!
We'll take every chance we can get to suppress them!

S for "Success" which we all of us covet,
And when we achieve it, I tell you, we love it!

T stands for "Tact" which we use, if we're clever;
It stands, too, for "Tanks" that will last one forever.

U stands for "Users" who swear by our system;
If we took out their tanks they would say that they missed 'em!

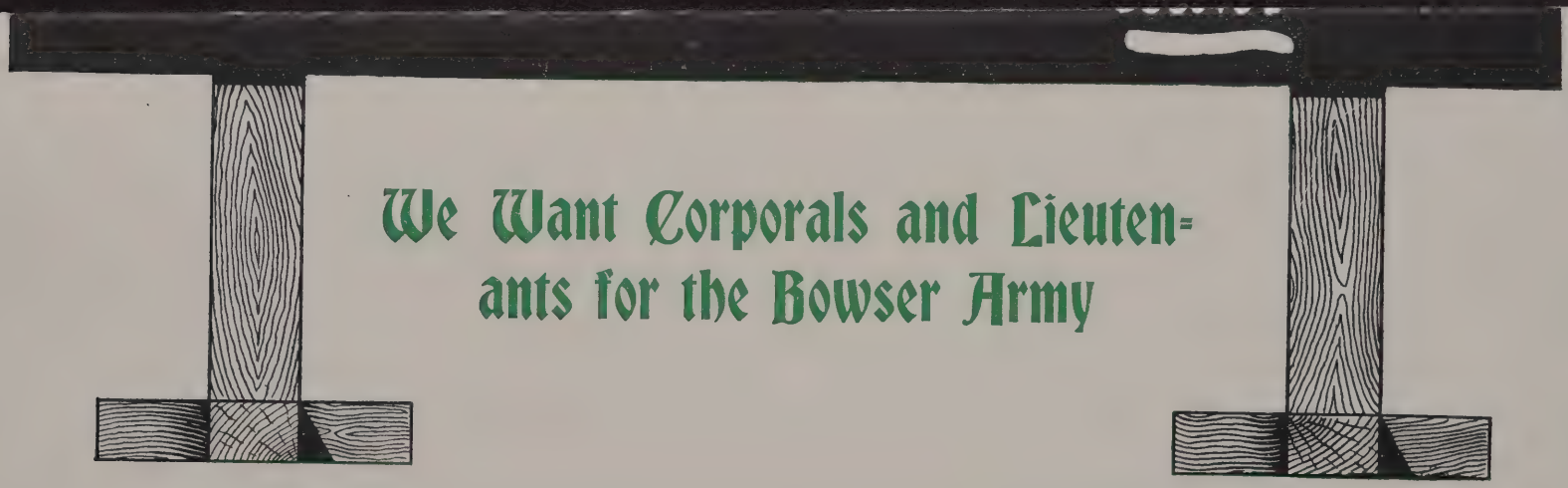
V for "Vexations" that often annoy us,
But if we seem worried, they surely destroy us.

W means that we're all to be "Winners;"
The best of us now were once only beginners.

X stands for "eXcellence," hard to acquire;
Applied to a salesman, it ends in a buyer!

Y for this "Year." May the orders be many!
So just whoop 'em up, if you've not taken any!

Z stands for "Zest" that's the salt of all selling.
And this is the end of our lesson in spelling!



We Want Corporals and Lieutenants for the Bowser Army

Remember, any salesman sending in 50 per cent. of his quota by March 15th, will receive the rank of Corporal. 60 per cent will receive the rank of Lieutenant.

NEWS OF THE BATTLE ON OTHER SIDE

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Which piles up the profits for "rainy day's" keeping.

I stands for "Idlers" who fall down so sadly,
Who love ease and loafing and hate work so badly.

J stands for "Joy" in our hearts ever thrilling,
When we take out our pens for a good order filling.

K is for "Knowledge" that gives us all power;
It helps us in many a difficult hour.

L is for "Laziness" known to be turning
Lives of success to rank failures, unearning.

M stands for "Money" for which we're all working;
A prize that keeps all of the salesmen from shirking.

N stands for "Now," when your man *should* be signing;
To-morrow you'll find him more firmly declining.

O stands for "Orders" we lose by postponement;
Our sorrow because of them is our atonement.

P means the "Patient" and also the "Plucky;"
They don't get their orders because they are lucky.

Q stands for "Quitters" of all men the meanest!
Why shouldn't *their* pocket books always be leanest?

R stands for "Rivals." May Fortune ne'er bless them!
We'll take every chance we can get to suppress them!

S for "Success" which we all of us covet,
And when we achieve it, I tell you, we love it!

T stands for "Tact" which we use, if we're clever;
It stands, too, for "Tanks" that will last one forever.

U stands for "Users" who swear by our system;
If we took out their tanks they would say that they missed 'em!

V for "Vexations" that often annoy us,
But if we seem worried, they surely destroy us.

W means that we're all to be "Winners;"
The best of us now were once only beginners.

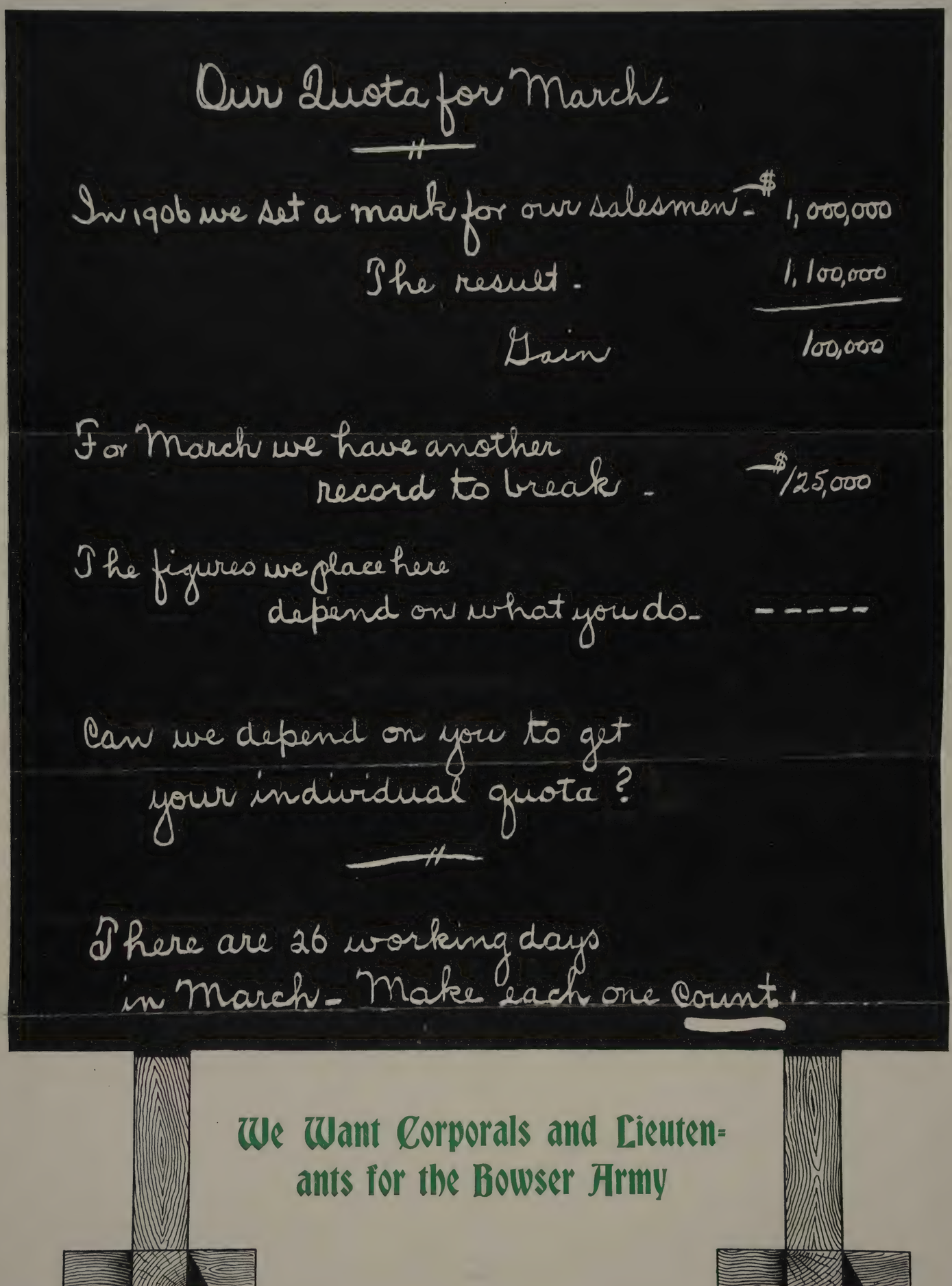
X stands for "eXcellence," hard to acquire;
Applied to a salesman, it ends in a buyer!

Y for this "Year." May the orders be many!
So just whoop 'em up, if you've not taken any!

Z stands for "Zest" that's the salt of all selling.
And this is the end of our lesson in spelling!

The Bowser Business Boomer

EXTRA EDITION — MARCH 5, 1907



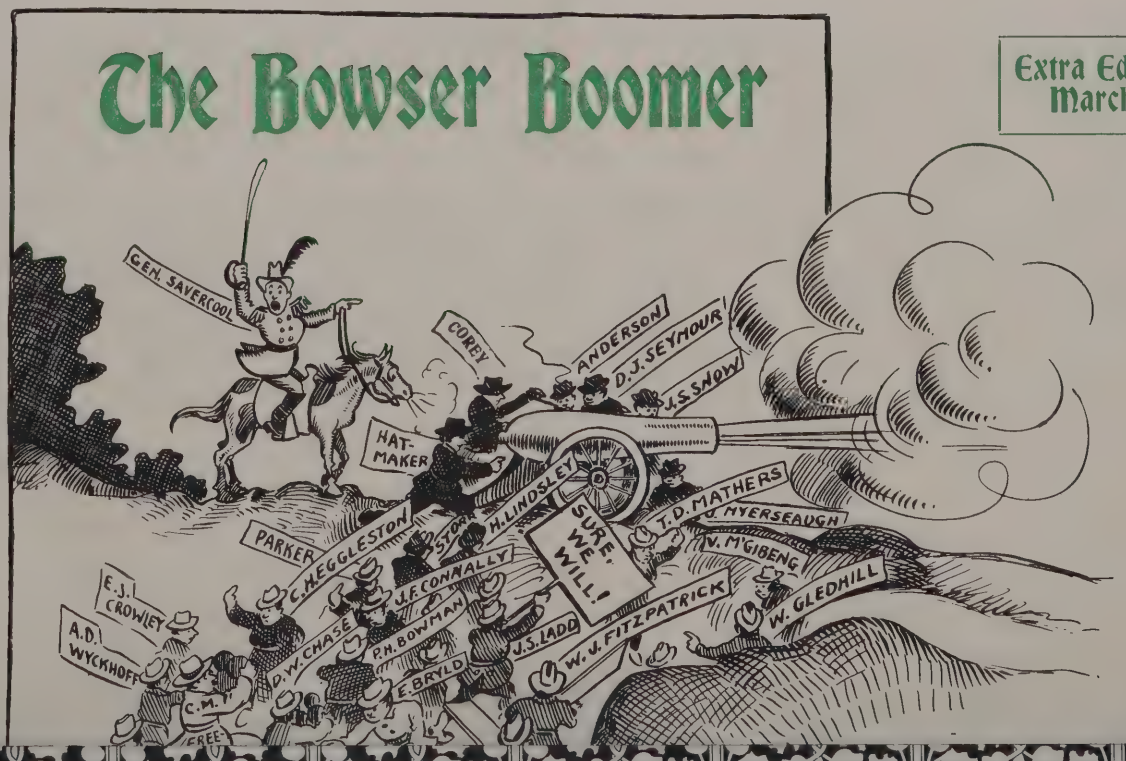
We Want Corporals and Lieutenants for the Bowser Army

Remember, any salesman sending in 50 per cent. of his quota by March 15th, will receive the rank of Corporal. 60 per cent will receive the rank of Lieutenant.

NEWS OF THE BATTLE ON OTHER SIDE

The Bowser Boomer

Extra Edition
March 5



The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, MARCH 20, 1907. NO. 3

The Man Who Wins.

The man who wins is the man who works—
The man who toils while the next man shirks;
The man who stands in his deep distress
With his head held high in the deadly press—
Yes, he is the man who wins.

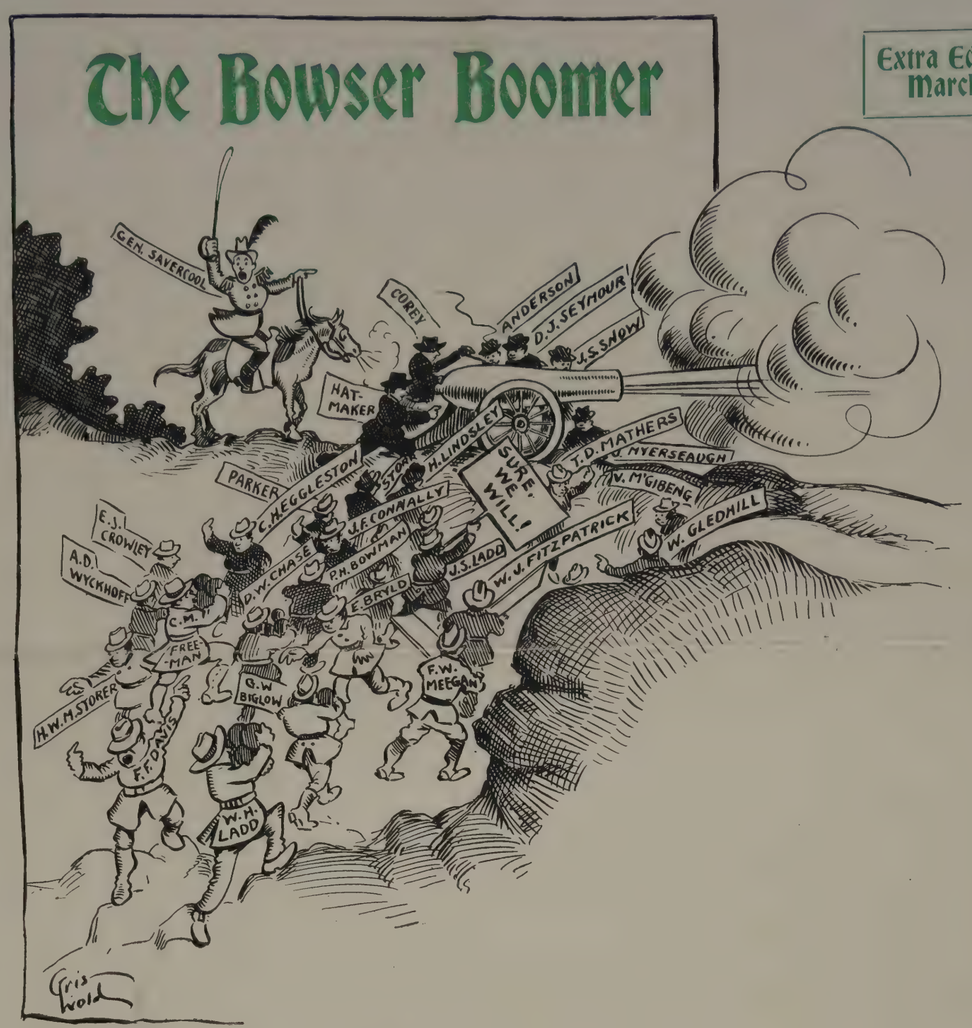
The man who wins is the man who knows
The value of pains and the worth of woes—
Who a lesson learns from the man who fails,
And a moral finds in his mournful wails:
Yes, he is the man who wins.

The man who wins is the man who stays
In the unsought paths and the rocky ways,
And, perhaps, who lingers, now and then,
To help some failures rise again.
Ah, he is the man who wins!

The man who wins is the man who hears
The curse of the envious in his ears,
But who goes his way with his head held high
And passes the wrecks of the failures by—
Oh, he is the man who wins.

The Bowser Boomer

Extra Edition
March 5



The Boston Office on the Firing Line

The Eastern forces in charge of General Savercool and Capt. Corey have made a good start.

The reports show that the following have captured prisoners:

Bigelow	Eggleston	Lindsley	Seymour
Bowman	Freeman	Mathers	Snow,
Bryld	Fitzpatrick	Meegan	Storer
Chase	Gledhill	Myerscough	Wyckoff
Connolly	Ladd, W. H.	McGibeny	Crowley
Davis	Ladd, J. S.	Pomeroy	

Mr. Meegan has captured a number of prisoners and needs only a few more orders to receive the rank of Lieutenant.

Davis an Storer have made some good captures.

Bryld needs a $2.00 order to give him 50% of his quota.

Lindsley had a good months business in February and evidently intends to capture a number of prisoners this month.

Boston and New York evidently intend to furnish a number of Corporals and Lieutenants for the Bowser Army.

Other men who are fighting valiantly:
W. F. Eichelberger, C. V. Smith, R. C. Smith, F. B. Leaper, R. C. Duncan, McCardel, Holland.

E. M. Denton, a new salesman at Baltimore, sent in order No. 1 calling for:
1 10-bbl. 12 gauge, cut 41.
1 Gallon Meter.
1 Filter
1 Filler Box.

O. N. Wilson sent in 14 orders on Monday, March 4th.

W. E. Jenkinson and Garry Rodman,--San Francisco, have captured a number of prisoners.

G. R. Quarles must have captured a regiment from the enemy's ranks. An order amounting to $1300.00 was received on Monday, March 4.

"You can count on me for my quota."---Inslee.

"I'll get mine."---Engelbert.

"I'll try."---J. H. Medsker.

The BOWSER
BUSINESS BOOMER
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VOL. 2. FORT WAYNE, INDIANA, MARCH 20, 1907. NO. 3

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But who goes his way with his head held high
And passes the wrecks of the failures by—
Oh, he is the man who wins.

TO OUR SELLING FORCE:

In the February 20th issue, we set a mark for March, a quota of $125,000. You will recall we asked for officers, the promotions to be determined on the following basis:

Salesmen securing 50% of their quota by March 15, to receive the rank of Corporal.

Salesmen securing 60% of their quota by March 15, to receive the rank of Lieutenant.

March 15th has come and gone and we have our officers.

We trust that each salesman mentioned in our "Roll of Honor" will derive the deep pleasure we do in placing his name there. It is an evidence of work well done; of good intentions faithfully executed; of conspicuous work in March, deserving conspicuous mention.

To those who "almost reached the goal, we ask a continuance of your best efforts. May we have the pleasure of entering your name among those who secured 100% of his quota, is the sincere wish of S. B. BECHTEL, Secretary

Roll of Honor

LIEUTENANTS

E. R. Bird, Washington
Edward Bryld, New York
H. C. Carpenter, Jr., Louisiana
C. R. Eggleston, New York
W. F. Eichelberger, Pennsylvania
K. F. Hessenmueller, Illinois
J. E. Homsher, Indiana
W. E. Jenkinson, California
R. S. Johnson, Ohio
S. L. Jordan, Georgia
J. H. Medsker, Pennsylvania
F. W. Meegan, New York
H. T. Purdy, Mississippi
G. R. Quarles, Pennsylvania
Nap. Rosconi, Quebec, Canada
R. G. Shulze, Oklahoma
F. A. Wrisley, Massachusetts
A. D. wyckoff, New York
G. L. Heusner, Colorado
G. W. Bigelow, New York
C. V. Smith, Indiana

CORPORALS

E. M. Caskey, Illinois
Thoma Cragg, British Columbia
Thomas H. Cray, Canada
C. W. Hoffritz, Indiana
C. H. Kelly, North Carolina
W. H. Ladd, New York
J. G. Rodman, California
S. D. Stoddard, Oregon

Closing the Order

Closing the Order.

As previously explained in the "Boomer" three steps are required to sell a Bowser Self-measuring Oil Tank: First, the approach; second, the demonstration; third, the selling arguments. By "selling arguments," we refer particularly to those points advanced by salesmen which are instrumental in closing the order. Closing methods vary according to the temperament of the salesman. Briefly stated, however, there are two methods of closing, viz., a "logical close" and a "high-pressure close."

* * *

By a "logical close" we mean that the salesman has carried his customer along, point by point, securing an essential admission here, another there, etc., so that the signing of the order is the only logical thing for the merchant to do, as he has admitted the need and practically given an expression of acceptance as the talk progressed.

* * *

By "high-pressure" is meant the "forced" close, that is, where the salesman, through his personality, magnetism and clever presentation of the subject, deliberately talks his prospect into signing.

* * *

A salesman who can combine the two methods will naturally reap the greatest harvest of orders. It is, of course, impossible to cover all the points regarding closing in a brief article. However, the following may be of interest.

* * *

As you demonstrate the tank, watch your customer and note the points that strike home. Elaborate on them to the fullest extent, and make the most of your opportunity. When talking, bear in mind that you are leading up to one point, namely, to get the order, so when the critical moment comes, don't overlook it. Sales are often lost by talking after the critical moment has been reached.

* * *

It is well while talking to a prospect and things are progressing nicely, even though the order is not in sight, to get out the order blank and read the guarantee. In other words, accustom him to the order blank, then when it is presented he will not have a "cold chill." The guarantee offers a means of introducing it, and the table of dimensions can often be used to good advantage.

Another good way to "feel your prospect" is to get an expression from him that, in case he ever bought a tank, where would he wish to place it. Often you can get him to walk around the store and select a suitable place. If you get him down in the cellar, make the most of your opportunity, for you are then alone and not subject to interruption.

* * *

When he has selected a place (in the event of a future purchase) then drive home the advantages and picture to his mind "just how the outfit would look." This can often be accomplished by setting the little model on the floor and measuring around it. In other words, give him a graphic description and paint the picture so that he will hate to go back to the old "pump" and "measure" way of handling oil. Often a man can be pursuaded into signing the order by having the blank ready and asking him where he usually has his goods shipped, the street number, etc. Then gradually find out the kind of tank in which he is interested, noting it down in the blank as you go along. If he objects and says" What are you doing?" intimate that you are doing it for future reference. Have him watch you write the blank and thus you are familiarizing him with the matter. When it is all written, if you have not been able to get his order by the "logical method," use the "high-pressure method."

* * *

Often it is necessary to lead a merchant along gently into giving the order. This can be accomplished by saying, at the right time, "Well, is a 5-bbl. big enough," or "Wouldn't the corner there be a good place for the tank," etc. Thus he is led into giving an expression of acceptance, whereas a sudden pulling out of the order blank would lose the sale.

* * *

When you call upon a merchant, make up your mind to get the order. First, use the "logical method," going along point by point. Then if he does not give shipping instructions, use the "high-pressure method." In other words, "A bird in the hand is worth two in the bush," and "There is no time like the present" for getting orders. A thousand things may happen so that he will be unable to keep his promise "to buy later," to "buy in the fall" to "place one in the new store which he intends to build," etc.

* * *

Some salesmen fail because they book prospects and not orders. Prospects are all right; they are very encouraging, but they do not add to one's bank account. When handling a good article, anyone can book prospects. It takes a salesman to get orders. BE A SALESMAN.

Only nine days work in which to capture the quota.

If success has crowned our work, thus far, let's be grateful and continue our good efforts.

If things have been discouraging, let's "cheer up"; plan our campaign for another nine days, and "keep on keeping on."

Let's work until SATURDAY NIGHT, March 30th, and be

The Man Who Wins.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, MARCH 30, 1907. NO. 4

TO OUR SALESMEN:

We shall exceed our March Quota. How much, we cannot say, for all the figures have not yet been compiled, but we know we have the quota.

We thank you, one and all, for the magnificent work which has made March the biggest month in the history of the Company.

FULL REPORTS LATER

Now for Our April Quota

Terse Tank Talk No. 1

Often, a salesman, when talking to a prospect, will say "The Bowser Self-Measuring Oil Tank provides a clean system for handling oil," and then passes to something else.

DRIVE YOUR POINTS HOME!

This is an age of cleanliness,—in business, in character, in everything. Cleanliness is no longer optional. It's compulsory, and the merchant whose store is untidy, whose floor is dirty, etc., is bound to lose trade to his "spick and span" competitor.

When you say a Bowser Tank is clean, drive your point home, Tell him How, Why and Wherefore.

Here are a few reasons why the Bowser Tank provides the *cleanest* system ever devised for handling oil.

1st—No sloppy measures or funels required.

2d—It does away with oil-soaked floors and walls.

3d—No washing of hands each time oil is drawn.

4th—No oily towels.

5th—No soiled clothes.

6th—No contaminated groceries.

7th—No offensive odors permeating the store.

8th—The clerks do not dodge the customer with the oil can; consequently a Bowser Self-Measuring Oil Tank increases trade and makes satisfied customers.

Ask the merchant if he ever stopped to think when selling oil through a Bowser Self-Measuring Tank, that it is just as clean as handling sugar, coffee, etc. *And that the profit is greater.*

Ask the merchant if he realizes that an oil tainted article means "a lost customer." That "a lost customer" means "lost profits," that the "lost profits" of one "lost customer" will pay for the best tank we manufacture.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 2. FORT WAYNE, INDIANA, APRIL 5, 1907. NO. 5

March---The Biggest Month in the History of the Company

We secured - - -	14,800 Points
Our Quota was - - -	12,500 Points
	2.300 Points

It was a grand month of rally on the part of every salesman, and we thank you one and all.

Now For April

Let's take advantage of all the favorable conditions, and make it a BANNER month

QUOTA, 16,000 POINTS

Motto for April: At Least One Order Every Day

Comparative Record for March

CLASS AA.

Johnson, R. S.
Meegan, F. W.
Jenkinson, W. E.
Davis, F. F.
Carpenter, H. C.
Bigelow, G. W.
Hoffritz, C. W.
Purdy, H. T.
Saunders, C. E.
Heusner, G. L.
Wychoff, A. D.
Medsker, J. H.

CLASS A.

Shulze, R G
Williamson, G H
Ladd, W H
Hessenmueller, K F
o Bowen, G E
Quarles, G R
Ladd, J S
Naylor, A F
Gledhill, Walter

CLASS B.

Storer, H W M
Dietch, J N
Gumpper, J D
Rosconi, Napoleon
Caskey, E M
Johnson, Jules
Cragg, Thos.
Murphy, E J
Rodman, J G
Smith. Lewis
Wrisley, F A
Inslee, W D
Homsher, J E

CLASS C.

Jordon, S L
Denton, E M
Misensal, I W
Kelly, C H
Traxler, D. C
Stoddard, S D
Stacy, Ed
Hanks, F L
Wilson, O H
Ratcliff, A G
Kamp, L D
Buckmaster, J D
Swartz, Levi
Stewart Milton H
Smith, C V

CLASS D.

McClure Rosser
Bryld Edw
King F M
Mathers, T D
Cox, O L
Moffat, A E
Cornell, A B
Homsher, F B
Comparet, C M
Duncan, R L
Cray, Thos H
Robertson, Wm
Sill, G A
Law, C P
Eichelberger, W F
Engelbert, E A
Sheehan, J S
Eggleston, C R
= Hayes, E P
Snow, J S
Merritt, H E

Bird, E R
Gilmore, J A
Olds, F H
Shields, D H
Smurthwaite, M G

CLASS E.

Smith, W C
↞ Smith, Roy C
Sitton, J M
Fitzpatrick, W J
= Leaper, F B
Eldridge, N S
Smaltz, F M
Cavell, B W
Purdy, J B
o McIntosh, R E
Chase, D W
Johnson, W M
↞ Kunze John
Walker, E P
o Cashman, P F
✣ Lipes, R B
Hale, J E
Romer, Geo
↞ Beagle, E H
Martin, A A
Pomeroy, C M
Mumford, W
Hyde, C S
Snow, R E
Finzer, R H
Dennett, G W
✣ McCue, J S
Hunt, C H
↞ Bradfield, W
Hettrick, C S
McGibeny, Victor
Pask, G W
↞ Ward, D
Irwin, M A
Crowley, E J
Lynham, W B
Hafer, G W
↞ Abel, J C
Charron, G H
Lindsley, Henry
Leslie, F W
‡ Hance, G R
✣ Fitch, O B
✣ Hoor, J G
Kerlin, W L
✣ Cornell, George
↞ Merickel, J W
↞ Holland, J R
Klotz, E F
McCardel, H B
Evans, C D
Connolly, J T
Freeman, C W
Watson, R O
= Lightfoot, F S
✣ Holmes, J L
↞ Backers, H B
‡ Hughes, J J
‡ Palmer, C E
↞ Preston, H J
↞ Davison, Fred H
↞ Jenkinson, F B

NOTE:—
☼ Indicates Quota Secured.
☼ Indicates new salesman who Secured Quota.
↞ Indicates new salesman commencing during month.
‡ Indicates out of territory.
= Indicates out of territory part of month.
✣ Indicates Sickness.
o Indicates special work.

Suggestions for Selling Bowser Self-Measuring Tanks

Often, when you go in a store, the proprietor will be busy. It is advisable, while he is thus engaged, to ,,size up the situation.'' If a clerk comes, speak pleasantly to him and if you can possibly do it, without giving offense, ascertain from him the style of outfit they now use and an idea of the amount of oil they sell weekly, or monthly.

* * *

When driving through a county, always find out at what point or city the tank wagon station is located. If it is located a distance away it gives an additional argument on large storage. During the winter months, when the oil wagon driver is obliged to make long trips, he is often delayed by snow storms, and many merchants will readily admit that they have occasionally been without oil. The merchant, therefore, will readily see the advantage of a large storage tank. It is always advisable that our salesmen co-operate with the oil men If they are handled in a courteous and gentlemanly manner they are always willing to furnish prospects and give valuable information, for the oil men appreciate the value of a large storage tank. They like the Bowser tank because it is easily filled.

* * *

It is advisable to make the acquaintance of other salesmen traveling the territory, for from time to time, in view of the friendly relations existing between the wholesale-grocery salesman and his trade, he is often able to put in a good word for you.

* * *

Be Systematic in your work, and work thoroughly each town as you come to it. Making long jumps or skipping towns involves additional expense and also a loss of time. *We have found from twenty years' experience in the tank business, that our succeessful men are those who work systematically.*

* * *

When you go into a town, in addition to calling on the grocery trade, call on the drug stores and paint houses as well. Each year there is a larger demand for outfits for handling paint oils, varnishes, etc., and this class of trade should be worked thoroughly.

* * *

When you go into a small town, first of all, call upon the old users, i. e., the merchants who have Bowser Self-measuring Oil outfits. They receive such good results from their tank they are generally willing to say a good word for you, and they will let you use their name in making sales. Also, by showing them the latest improvements you will be successful in interesting them in an exchange of their old style for one of our latest outfits.

* * *

Be Earnest: Salesmanship is one of the most honorable professions in the world, and when selling Bowser tanks you have a proposition which merits your best efforts.

* * *

Be Sincere: Sincerity begets sincerity, and the merchant will readily see that you mean what you say and that if you were in his place you would use, yourself, the article you are trying to sell him.

* * *

Be Enthusiastic: Enthusiasm is contagious, and thorough enthusiasm will assist you in making the sale.

* * *

State Facts: When selling Bowser tanks you have nothing to conceal, as we have a straightforward business proposition and we want you, as our representative, to present it in that way. A Bowser tank is a business investment It saves oil, time and labor. It really costs nothing, because it pays for itself by its own savings. In other words, it pays for itself with the money that a merchant would not have if he had not purchased the tank. STATE THE FACTS IN A CLEAR, CONCISE MANNER AND CLINCH THE SALE.

* * *

Sell the Merchant What He Needs: Do notsell him a 2-bbl. tank if he needs a 5-bbl. Large storage is the cheapest in the long run, and it is bound to be the most satisfactory.

* * *

Be Courteous and Gentlemanly: First, because it pays; second, because you are a representative of a first-class house and the merchant will judge us by the impression he forms of you.

* * *

Put Forth Your Best Efforts: Selling tanks is hard work, but the financial returns are commensurate for the effort. HARD WORK, PERSISTENCY AND A WILLINGNESS TO FOLLOW THE RULES WILL BRING SUCCESS. DETERMINE TO MAKE A SUCCESS OF IT AND YOU WILL DO IT.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, APRIL 10, 1907. NO. 6

A Quota Talk!

Perhaps some of our salesmen are resting on laurels won in March, for to date we are behind our quota 607 points.

We appreciate the fact that the month is young, but THERE IS NO TIME LIKE THE PRESENT FOR CLOSING ORDERS, and we want each salesman to make the most of his opportunity. Start at once, and determine to get

"At Least One Order a Day."

Some Suggestions for Securing Your Quota

Work every day.
Don't neglect the small towns.
Sell GASOLENE outfits.
Sell KEROSENE outfits.
Sell PAINT OIL outfits.
Make Exchanges

Be Earnest. Be Tactful. Don't Give Up.

An order today is worth three prospects for next fall. Determine to secure your quota and make a record for April.

A Pen Picture of Two Salesmen.

Smith is a fine fellow, jovial and jolly; a man who instantly makes friends. He has tact; a ready tongue, and all the essentials of a salesman. Smith is a living witness to the old saying that "Salesmen are born and not made," and, yet,--somehow--

when

Monday comes around, Smith says to himself, "Whole week before me. Guess I'll take it easy today."

Tuesday: Starts out with good intentions. Meets a friend. Stops a long time with him. Afternoon, works.

Wednesday: Picks up an order easily. Works up another prospect. Jokes,—gets to telling stories, and loses out.

Thursday: Stumbles upon another nice order. Things coming easy. Decides to cut out driving to his smaller towns.

Friday: Customer convinced him "price was too high."

Saturday: Writes home: "Merchants all busy today. No use making any calls on Saturday."

Jones, well, you would never call Jones a salesman. He doesn't look the part, and sometimes he lacks tact. You couldn't call him a mixer either. When he talks he isn't fluent, and yet,--somehow--

when

Monday comes around, Jones starts out bright and early with a sincere belief in his goods, and a determination to succeed.

Tuesday: Keeps at it. Makes his calls conscientiously. Does his best. No orders.

Wednesday: Still working doggedly. In the evening, reviews his day's work,--sees where lack of tact lost him an order, and resolves not to make the same mistake again.

Thursday: Drives the smaller towns. Books an order and several prospects, and determines to "keep on keepin' on."

Friday: Customer said "Price too high." He argues it out, but realizes that his talk could be improved. In the evening he posts up on his selling arguments, and determines to have another try in the morning.

Saturday: Made his return call. Secured the order. Figures that there are still nineteen working days in the month and resolves to do better next week.

RESULT: First week, Smith two orders--Jones two.

Whom do you think will get his quota for April?

C. E. SAUNDERS

Reason No. 2

H. T. PURDY

From time to time, in each issue of the "Boomer," we will present to our salesmen reasons why a merchant should use a Bowser tank. This month we will present Reason No. 2.

It Saves Oil and Oil Costs Money

One of the strong points about a Bowser Self-Measuring Oil Tank is the fact that it saves oil. Oil costs money, consequently, the Bowser Self-Measuring Oil Tank saves money. When selling Bowser Tanks impress upon the merchant, first of all, that it saves oil. This is a point in which he is vitally interested, for it touches his pocketbook.

Proof

"It is a big money saver. The Bowser Tank beats all I have ever seen or used." John Potter, Butler, Ind.

"Your tank has already saved us several barrels of oil, besides the dripping." T. R. Pickett & Son, Newberry, Fla.

"We are convinced that our tanks paid for themselves within a short period by their savings." The Trite-Wood Company, Fernie, B. C., Canada.

"Your pump has saved us six ounces of oil on every gallon we sell (besides the time)." Claude A. Jordan, Luray, Kas.

"Our Bowser tank saves oil, saves time, and, of course, saves money." Hardy Bros., Waycross, Ga.

"It is proving all that can be desired." The Bodewell Granite Co., E. F. Russel, Sup't, Vinal Haven, Maine.

"We find it of great service on account of the oil it saves. It has saved its cost long ago." Gulf Cypress Lbr. Co., F. E. Miller, Prop., Ehren, La.

"The saving has been about 25 per cent to us." V. H. Cox & Co., Atlanta, Ga.

J. D. GUMPPER

"I think I can safely say at least 15 per cent of oil is saved by the use of your tank." W. K. Dent, Dentsville, S. C.

G. E. BOWEN

Demonstration Don'ts

1

Don't fail to make the most of your opportunity.

2

Don't get excited.

3

Don't sell him a 2 or 3 barrel when he needs a 5 bbl. tank.

4

Don't sell a No. 2 outfit when he needs a No. 1.

5

Don't fail to impress upon him that the proposition you are presenting is worthy of his careful attention.

6

Don't mispronounce words.

7

Don't talk too fast.

8

Don't speak in a monotonous tone.

9

Don't speak indistinctly.

10

Don't pass too rapidly from one thing to another.

11

Don't fail to emphasize important parts.

12

Don't seem at a loss for something to say.

13

Don't fail to hold the P. P's interest while calling attention to good points.

14

Don't repeat as from memory.

15

Don't fail to be courteous and gentlemanly.

16

Don't fail to take the first opportunity to present the order.

17

Don't refuse to break off in your demonstration and answer the P. P's questions.

18

Don't fail to stop and get the P. P's consent to a statement that is open to question.

19

Don't imagine because the P. P. listens in silence, that he agrees with you, or even understands all you say.

20

Don't fail to draw out the P. P's. objections.

21

Don't fail to answer the objections you draw out.

22

Don't present your arguments in a cut-and-dried style.

23

Don't try to be magnetic or eloquent.

24

Don't fill up your mind with words or phrases, but with ideas.

25

Don't fail to find out, if possible, why a P. P puts off buying, after a thorough demonstration.

26

Don't fail to find out his real reason for not buying.

27

Don't swap yarns or talk politics. Talk business.

28

Don't overlook any merchant.

29

Don't fail to get the order.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, APRIL 12, 1907. NO. 7

TERSE TANK TALK No. 2

When you say "A Bowser Self-Measuring Oil Tank saves oil," PROVE IT. It is "The Proof,"—not your mere statement, that will get the order.

TELL THE MERCHANT HOW.

THE BOWSER SELF-MEASURING TANK SAVES OIL.

1st. BY ACCURATE MEASUREMENT

It is an established fact that nine out of ten measures are inaccurate, and unusually give over-measure.

E. E. Rost of Denver, says:

"I had a granite measure, and was surprised to find it three-fourths of an inch too large."

E. S. Ludwig, Pennbrook, Pa., says:

"My old measures were too large, and I lost money by not buying your tank a year ago."

2nd. BY PREVENTING EVAPORATION

Evaporation means a "loss," not only of *quantity*, but of *quality*. When oil is stored in a poor tank it evaporates. The "life," or illuminating part of the oil passes away; consequently customers complain of poor oil and charred wicks. The Bowser Tank eliminates this.

When a merchant says—

"My oil doesn't evaporate" tell him this: "That whiskey when stored in a specially constructed building, and in the tightest barrels money will buy, will evaporate at the rate of one-and one-half gallon a year per barrel. In other words—although whiskey is stored under the most favorable conditions practical and scientific men can devise, it will evaporate at the rate of from ten to fiften per cent. It should be remembered, also, that oil is far more volatile than whiskey.

THE DISCHARGE REGISTER SAVES OIL

A merchant is often called to the phone, or interrupted in another way, when he is using a measure in filling large cans. Ask him if it does not happen nine times out of ten, that when he comes back, he has forgotten whether he had put in "two" or "three" gallons. Often he makes a miscount and gives an extra gallon. If he is a man who "doesn't make a mistake," ask him if his clerk, too, is infallible, if it is not possible that some one else might make a mistake. Tell him that the discharge register tallies the gallons as they are drawn, *thus preventing miscounts.*

THE COMPUTER SAVES OIL

The Computer does away with "guessing," thus enabling a merchant to draw a nickel's worth, dime's worth, or any fractional part of a gallon accurately. Show the merchant how the computer enables him to compute the exact money value of the oil pumped into any odd-sized vessel or jar.

THE BOWSER TANK SAVES OIL BY PROVIDING LARGE STORAGE

Ask the merchant if he has ever noticed that in the fall oil invariably increases two or three cents per gallon in price. Show him that if he had a five barrel, 230 gallon, Bowser Tank, he could fill it when the oil is low and thus save three cents a gallon. Three cents a gallon on 280 gallons would $8.40, or 9% on a $90 investment. In other words—in this way alone the Bowser Tank would return him, annually, 9% interest on the amount of money invested.

IT SAVES OIL BY PREVENTING SPILLING

When oil is stored in a tank and drawn by gravity through a faucet, there is always a chance that some one will forget to close the faucet or let it drip.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 2. FORT WAYNE, INDIANA, APRIL 18, 1907. NO. 8

WHY NOT BE A TOP-NOTCHER?

A top-notcher is simply an individual who works for the institution of which he is a part, not against it.

He does not wear rubber boots and stand on glass when he gets orders from the boss. He is a good conductor, and through him plays the policy of the house. The interests of the house are his—he is the business, and he never separates himself from the concern, swabbing the greased shute, by knocking on the place or management.

A top-notcher never says inwardly, or outwardly, "I wasn't hired to do that," nor does he figure to work exactly eight hours, and wear the face off the clock.

He works until the work is done and does not leave his desk looking like a map of San Francisco after the shake-up.

As a general proposition, I would say that top-notchers and cigarettists are different persons.

A top-notcher prizes his health more than a good time, so he has a good time all the time.

If you want to be a top-notcher beware of the poker proclivity and the pool-room habit—otherwise destiny has you on the list.—*Selected.*

A Quota Talk

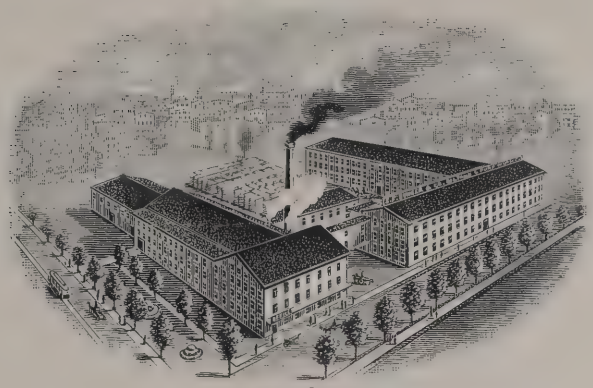
If each man secures his individual quota, April will be a record breaker.

Will YOU do your part?

Which Class Have You Selected?

Aa	-	200 points and over
A	-	150 to 200 points
B	-	120 to 150 points
C	-	90 to 120 points
D	-	60 to 90 points
E	-	60 points and under

Bowser Growth



1894—JUST BEFORE THE FIRE

1907

TORONTO

FORT WAYNE

BOSTON

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.

C. F. HATMAKER, - - - - - - - EDITOR.

THE APPROACH

Just what to say during the approach depends on the time of day, the conditions in the store, the mood of your prospect, etc. It is, of course, manifestly impossible to prescribe a definite form of work. However, so much depends upon the "first impression" that every salesman should give serious thought to the best methods of approach.

Remember that the first five minutes are likely to make or break you, so far as a sale is concerned. If you are in any way antagonistic or offensive to your prospect, you hurt your chances badly at the start. It often happens that a merchant is waiting on a customer when you go intothe store. While he is thus engaged, size up the situation in general and study your man, so that you will make a positive favorable impression. A storekeeper should never be approached the first time with a story. Do not resort to cojolery, attempted wit or cleverness. The first impression should be that you set a distinct value upon your own time and the customers,—that you have something of importance to say and that you do not intend to trifle about it.

The first point in approaching a prospective customer is tolook like a gentleman, act like a man, and make him listen to you. Let him see by your bearing and talk that you are a business man and desire to present a business proposition.

Disarm his mind at the start that you are trying to force him to purchase something that he does not want. Disclaim any such intention, but insist that it is a matter of such importance that he positively ought to investigate your proposition and judge for himself whether or not it would be valuable to him.

Do not talk to a man who is not listening, who is writing a letter or occupying himself in any other way while you are talking. If he cannot give you his entire attention, say to him "I see that you are busy. If you can give me your attention for a few minutes I shall be pleased, but I don't want to intrupt you if you cannot spare the time." Tell him that you do not expect to take much of his time, and you know that after he has investigated what you have to offer, he will feel amply repaid. Be frank, open and above board, and by your frankness and bearing, win his confidence. Try to understand, however, the feeling of distinction between confidence and familiarity. Never fail in this respect, either to yourself or to the man with whom you are talking. Never be familiar with him. Do not put your hand on his shoulder or arm, or take hold of his coat. Such things are repugnant to a gentleman, and you should assume that he is one. Never pound the counter or shake your finger at a prospective purchaser. Do not shout at him as if sound would take the place of sense. Do not advance at him and talk so excitedly that he will back away from you as if afraid of being run over. Do not compel a man to listen to you by loud or fast talking. Do not make him feel that he cannot get a word in edgeways, and has to listen to you until, you are out of breath . Make him see that you have a business propostion and wish to present it to him as a business man. Impress him with the fact that you have something to say and will say it quickly.

In brief, when making an approach, get your prospect in such a frame of mind that he is honestly willing to investigate what you have to offer, and then make your demonstration.

* * *

DONT'S FOR SALESMEN.

Don't limit yourself to ten minutes when talking to a prospective customer; talk as long as you think there is a chance to do good, but be dead sure that you don't talk too much.

Don't be a quitter, or say: "I can't sell this man," before you have talked with him.

Don't assume to know more about your customer's business than he does himself, or you can't make him believe it.

Don't "put on" a civility or formal manner which is not natural to you and never try to flatter a man; sincerity is as commendable in business as it is in religion.

Don't beg a man to look over your line, as that makes it appear that you short on argument, but rather explain to him that you have something in your line that he will find to be a bargain.

Don't underestimate your difficulties, nor overestimate them.

Don't fail to let your customer talk if he is inclined to do so, as by listening to what he has to say you learn what his ideas are, and also show the respect that is due him.

Don't dodge a question but answer it fairly and squarely.

* * *

HOW ONE SALESMAN LOST A SALE.

"Last week Mr. Bowser and Mr. Runyan were in Chicago on business. While passing a large store, Mr. Bowser decided that he wished to make a purchase and Mr. Runyan accompanied him into the store. A clerk came up, and Mr. Bowser stated his wishes. The clerk looked around, produced several of the articles, and was somewhat in doubt as to the quality and price. He went on fumbling with the merchandise, and while he was away, Mr. Runyan said, "I don't believe I would buy from him, Mr. Bowser, as he doesn't seem to understand his business." The clerk came back, and went away again to consult with another clerk regarding the price. When he returned, Mr. Bowser made an excuse, and left without buying.

While getting out of the store, Mr. Bowser remarked, "Well, I wonder if any of our men ever lost a sale because they were not able to discuss the article intelligently?"

MORAL: "Know your business."

Field Notes

FROM OUR OLD FRIEND TOM CRAGG.

Gentlemen:—

Your favor just came to hand and note that you want to know what I think of the "Boomer." I think it is all right and ought to be a pleasure to our boys to receive them. Think of me, 3,000 miles away from home and friends. It seems like an old friend to me. I am sorry that I have not been able to have been more help to you, as I know it must be quite a task for you to have kept up the little paper as well as you have.

Some seventeen years ago next August a man by the name of Manefee, who worked for Olds Wheel Works at that time, had been out on the road for some lottery business. He finally heard of the Bowser tank and thought the Bowser tank business would be nearly as great a risk, but he went out for Bowser, and the Bowser tank proved quite a surprise to him. He was doing very well when he told me about it, and I studied a little on the tank, as my health was poor, and I thought the fresh air would help me considerably. They gave me Georgia and told me I could take in North and South Carolina on the side, and if that did not keep me busy I could take in Florida. Well, when I got down as far as Chattanooga Run I made my first stand. I worked six or eight stores, but found no merchants willing to buy an oil tank; so, feeling quite blue, I started for Cartersville, Georgia. Some ten or twelve days after I left Wayne I made my first sale of two F. F. Tank here to a drug store. I was quite happy and went to my hotel feeling proud when I looked in my model case and discovered that I had nothing but my model. I had left order blanks and everything in my case at the drug store. I was afraid to go back for fear of him countermanding the order. However, I started back and found the drug store closed. This was Sam Jones' home, and as he was holding meetings here the stores were closed at 9:30 and 3:30 in the afternoon. And so ended my first sale of the Bowser Oil Tanks.

Yours truly,

THOS. CRAGG.

Gentlemen:—

Your letter received. * * * By the time you receive this you will have received my last bunch of orders. Would have gotten four more 5-barrel outfits, I think, had I not been tied up in a wreck which delayed me and caused me to miss connection. You may, however, expect a bunch of orders from me, as this is what we are after. * * * I expect to surprise you some time next week and demonstrate the fact that one and two-barrel tanks are a past issue in the South if a man will go after the larger game.

With regards, I am

Yours very truly,

M. H. STEWART.

Gentlemen:—

Yours received and in reply wish to say that it will give me great pleasure in securing my quota of $1,000.00 and as much more as possible. Will try and make it $1.200.00, not for honors, but because I wish to do all in my power to beat out 1906, as I appreciate the *true* qualities of the firm of S. F. Bowser & Co. and its grand set of officers.

Hoping I will not disappoint you and wishing you the success you and the firm deserve, I am

Yours truly,

W. D. INSLEE.

A DIFFICULT SALE TACTFULLY MADE.

Gentlemen:—

In answer to yours of recent date, must say regarding the "Bowser Business Boomer" that I look forward for the next issue at every edition as a pleasant, interesting *tete-a-tete* with the firm, its staff of officers and body of representatives.

It is sometimes, if not all the time, hardship to introduce and sell goods on the road, and very especially so when offering a high-class specialty as ours is. Salesmen abound in curious experiences, and one which will never leave my memory occurred to me some three years ago.

It was in the Fall, and I had to drive seven miles to a little village of some twenty houses and one merchant, my only prey.

This gentleman had heard about our goods, but our price was impossible and it was no use talking. I then risked my luck in asking him to see his store. He had a fair store and very clean. I showed him a good place for our outfits. He was now obliged to leave his store, and I also found out he had no clerk, as his wife incidentally came in with his daughter and sat at her sewing machine in the store. She had very likely examined my model while I was away with her husband, but said nothing and looked very busy at her machine. My merchant stood behind his counter at 9:30 A. M. until lunch time, in front of my model, not saying one word except, "Too dear," "Too dear," but politely listening to me. Presently his daughter came and asked him to lunch, and told him before me that her mother and herself had decided not to change their piano that year, and that they would rather have a tank like ours. He blushed, and I immediately made out the order and asked him for his pen and ink for him to sign the order for two 5-barrel C tanks. He did so without one word, and then said: "I buy that for my wife; he was very sick last year, catching cold while measuring coal oil in the outside shed."

Wishing you success, I remain

Yours very truly,

NAPOLEON ROSCONI.

FIELD NOTES--Continued.

WHERE AND WHEN I FIRST LEARNED OF THE BOWSER, AND MY FIRST SALE.

Gentlemen:—

On August 4th, 1906, I had the pleasure of meeting our esteemed friend and co-worker, the late Mr. J. B. Bate, at St. George, Ontario, where I first learned of the existence of S. F. Bowser & Co.

After sitting side by side for fully an hour reading the morning paper, we opened up conversation by inquiring of each other's business. Mr. Bate voluntarily gave me a demonstration with the little model. It is needless for me to say I was all attention, just as any other customer that is approached by a Bowser salesman—held, as if by magic, with eyes, ears, and mouth open—in wonder and amazement at the accuracy and perfection of the contrivance.

It at once created a desire in me to become a Bowser salesman. Of course, Mr. Bate assured me that there was an opening for a good salesman and advised me to apply at once.

On August 7th I entered my application personally at the Toronto office, and after a couple of hours' consultation with Mr. Hance I was given an outfit and was sent on my way rejoicing. The first day was spent in getting to my field, and on the second day at 12 M. I was writing up my first order for a 3-barrel Cut 19 at Blytheswood, Ont.

This inspired me with great self-confidence, and I felt as though I had been well rewarded for my feeble efforts. The next day brought another order, and they have been coming my way ever since.

I feel proud of my Company anl my position, firmly believing that we have the best of its kind ever manufactured.

Thanking you for the space accorded me in your valuable paper and wishing you the climax of success, I am Respectfully yours,

LEVI SWARZT...

MY HARDEST SALE—IT PAYS TO PERSEVERE.

I might say that in my short experience in selling Bowser Perfect Self-Measuring Oil Tanks I have never found any of my customers waiting at the front door with open arms ready to embrace me But in looking back, possibly my first sale was the hardest.

This man was a hardware merchant and my first call on him was in the afternoon about five o'clock. I then talked with him until six-thirty, when I had my supper. After supper I returned and talked with him until eleven-thirty, although it was customory for him to put out his store lights at eight. The next morning I again called and staid until noon. Whether this man was sick of me, or whether he was thoroughly convinced that he needed a Bowser Perfect Self-Measuring outfit, I won't say, but his signed order called for four Paint Oil Tanks.

With best wishes, I remain

Yours very truly,

E. J. MURPHY.

MY FIRST SALE.

Gentlemen:—

Answering your favor of March 7th, will say the "Boomer" is O. K. It cheers you up when there is nothing doing, and it sometimes shows the way.

1st. I do not remember when I first saw the Bowser.

2nd. My first sale I made in Binghamton in the swellest store in town, and a wonder it was I did it. The "boss" was a very nervous fellow; could not get his attention for a minute, but a tank he must have. He was waiting on a handsomely dressed lady who noticed my model. What did I do, but started in and gave her a full demonstration; did not say a word to him at all, but he had to listen or offend the lady. He bought a 3-barrel Cut No. 1, although I really did not sell it to him personally.

3rd. I worked a week before I drew first blood.

4th. My hardest sale: Goodness! I never had an easy one, but the meanest cuss, I met last week. He wanted a Cut No. 34 Cellar Pump, and everything was all right, when he said, "I bought a Scale and a Register; those fellows gave me half their commission; now, if you will do the same I will buy."

I told him I would not allow him a nickel. He must have our pump, and I will make him buy one when I call in April.

Yours very truly,

EDW. BRYLD.

FROM A THUNDERSTORM TO SUNSHINE.

Gentlemen:—

I take great pleasure reading the "Boomer" and think it is a great incentive to boom, and I am glad to see some of the boys turn in large orders and hope to be one of them soon when some of my good prospects materialize.

The first I heard of the "Bowser" was Cashman had it. I had the pleasure of seeing him land an order at Greenvide, Connecticut. It seemed *easy* the way he did it.

My hardest sale was a 3-barrel Cut No. 41 to Mr. ———, who when I first approached him and gave my prices was the maddest man I ever met. He gave me to understand that he had tanks in his back room that only cost $7.00, and seemed to think the tank was all that was required.

He gave me to understand that he did not want to be bothered and if I had any other business to attend to I had better be about it.

I told him I wanted to show him something pretty nice, and produced my model. O what a change! He was interested at once in the fine mechanical work ing of that model, and I had no trouble then to sell him a 3-barrel Cut No. 41. Hhe then gave me three large, handsome calenders and asked me to go and take dinner with him. From a thunderstorm to sunshine was this order taken.

The Moral is: "Always have your Model."

Respectfully yours,

D. J. SEYMOUR.

FIELD NOTES--Continued

A STORY WITH A MORAL.

Lost the Sale, Missed Train and Tried Again. Result: An Order.

About two weeks ago I arrived in a small village in Halbron County about 9:30 A. M. There is no accommodation for travelers there, and I knew that if I did not get out by the 11:45 train I could not leave until 2:45 P. M.

The store is situated about a mile from the station, but I got there as quickly as possible, and started right in to demonstrate to the storekeeper and his wife the merits of the Bowser Self-Measuring Outfit. I knew that I was making a good impression and tried hard to close the order in time to catch the 11:45 A. M. train.

I must have been in too much of a hurry, for as train time drew near I saw that I was not going to land my prospect. I made a last determined effort, but the best I could get from my prospect was that he would give it some consideration and investigation. I grabbed my grip and, feeling sore, I ran down the road to catch my train; but, to make matters worse, the train pulled out when I was about 200 yards from the station. What did I do? I walked leisurely back to the village store, munched a few biscuits, and sold the storekeeper a 3-barrel Cut 19, bought a cigar, caught the 2:45 P. M. train and was glad I missed the 11:45 A. M. train.

The Moral, I think, can be quickly told: "Don't think about leaving until your prospect is sold.

With best wishes, I am

Yours very truly,

A. E. M.OFFATT.

Gentlemen:—

Yours received and carefully noted. I assume the quota of $1,000.00 means gross business. If so, will certainly be in at the finish; if not, I may be a trailer. However, will use my best efforts in bringing about the desired results.

Am growing into the business and while the first few efforts were far from satisfactory, I feel more like one of the new school at this writing, and I hope to show an improvement each week over the previous week's business.

Thanking you for your letter and trusting you may have the pleasure of seeing my business go $2,000.00 or better, and with best wishes for the Bowser success, beg to remain Yours truly,

R. G. SHULZE.

NOTE.—Mr. Shulze headed the list in "Class A" in March and came wthin $50.00 of reaching the mark he set for himself, viz.,200 points.—Editor.

THREE STEPS IN MAKING A SALE.

1st—The Approach.

2nd—The Demonstration.

3rd—The Closing Arguments.

Ask yourself this question, "Cand I improve my approach?"

FIRST ALWAYS.

Gentlemen:—

Our Mr. J. R. Holland who operates in Northern Quebec, had occasion to call on Mr. Jaffray, manager of the Second Annual Automobile and Sportsmens' Show at Montreal, a few days ago in our behalf in regard to the display of goods shipped for our booths. Mr. Holland writes as follows: "Mr. Jaffray said Bowser & co. had broken all records. They were the first to apply for booths, the first to have their goods on hand and the first to send in their check. I told him Bowser & Co. were always that way, and I wasn't surprised to hear it, which seemed to amuse him."

Yours very truly,

S. F. BOWSER & CO., INC.,

C. C. Barnet, Mgr., Canadian Branch.

HOW A COUNTERMAND WAS SAVED.

Some weeks ago I called on ———— grocers, at Raritan, New Jersey, and after considerable talk and argument sold a 2-barrel F. F. Outfit, but the man to whom I sold the same informed me that his brother, the other partner, was in New York, and he did not know what he would say about the buying of a tank during his absence.

On the following Saturday morning I received a letter from Mr. ——— stating that his brother was very much upset on his return from New York, and therefore he was compelled to cancel the order.

I did not feel at all discouraged, as something seemed to tell me that I ought to call and see the other brother. I called at the store a few days later and was informed by the one that signed the order that his brother was upstairs, and he said that he did not care to call him down, as he felt angry and he would eat me up. "Well," I said, ————, I weigh about 174 pounds, and he will have a good feed if he attempts to do anything of that kind. You just call him down, as I am not afraid to meet him, for our goods are worth all we ask for them." He came down and did not seem at all favorably disposed towards me, but after showing him the model and pointing out the good qualities of the article I was selling, I had no trouble in getting him to sign a new order.

I can assure you that when I called at the New York office on the following Saturday morning I felt more pride in handing in that order that I had regained than all the other orders put together.

HENRY LINDSLEY.

Gentlemen:—

I have your esteemed favor and assure you that every effort will be put forth to secure my quota for March and think at this writing that it will be easy.

hanking you for your well wishes and favors, I am

Yours for success,

EDWIN A. ENGLEBERT.

Primer for Bowser Salesmen

ISSUED BY THE EDITOR

A is for "Anderson," eager to sell;
The orders at Boston he's anxious to swell.

B is for Bowen, whose selling's all right;
His record in Michigan's sure to be bright.

C for Comparet, of dust-pan renown;
He's now selling tanks, and he seldom falls down.

D is for Dietch, strong on paint outfit sales;
He's sold them for years, and it's rare that he fails.

E 's Eichleberger. Whenever he sells,
On large outfits' value, he tellingly dwells.

F means the man that deserves to get rich;
He's faithful and earnest. His name's O. B. Fitch.

G stands for "Gumpper," and for "Gasolene;"
Jake's one of the finest we ever have seen.

H stands for "Nancy," whose surname is "Hanks;"
He drives a good auto, and also sells tanks!

I stands for "Inslee," of card-index fame,
He knows all the points of the great selling game.

J is for "Jenkinson," out on the coast;
He's truly a salesman of whom we can boast.

K is for "Klotz," whom we all call a "dude;"
With No. 1 salesmanship, he's well imbued.

L is for "Leslie," the pioneer man;
And he can take orders, if any one can.

M is for "Medsker," who works in the smoke;
To judge from his orders, he'll never be "broke"!

N is for "Naylor," who's working out West,
Where he has to "SHOW" them whose tank is the best.

O is for Olds, who sells gasolene tanks
To all the Los Angeles motor car cranks.

P is for "Purdy's" five orders a day;
A wife's beneficial to selling, they say.

Q is for Quarles, with his orders and twins,
A fine, jolly man who invariably wins.

R is for Rodman, who has a new wife;
She'll make him a leader in Western coast life.

S is for Sitton beneath southern skies;
His precious new baby, he claims, never cries.

T is for Traxler, whose work is afar;
He's selling his tanks in the state called "Lone Star."

U stands for "Unity" binding our men;
We hope they'll soon meet here together again!

V for the "Vanguard" that's leading our corps,
The good business generals we're working for.

W means a man with us for years;
Where'er "Walker" calls a good order appears.

X means "eXceeding" the quota we set;
It means, too, eXpecting" to go higher yet!

Y means the "Yarns" that our men love to hear,
To keep off homesickness, and fill them with cheer.

Z is that "Zenith" we're all aiming for,
Where salesmen write orders each day by the score!

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, MAY 5, 1907. NO. 9

Another Record Broken

April the Biggest Month in the History of the Company

We wish to thank each Salesman for his work, and our only regret is that we cannot personally express our appreciation.

It is a record of which to be proud and it was only possible through the magnificent work of the men in the field.

Again we thank you heartily and sincerely.

Record for April

CLASS AA.

- ❁ Johnson, R S
- ❁ Meegan, F W
- ❁ Ladd, W H
- ❁ Smith, W C
- ❁ Jenkinson, W E
- ❁ Misensol, I W
- Purdy, H T
- ❁ Bigelow, G W
- ❁ Rodman, J G
- ❁ Cragg, Thos.
- Wyckoff, A D
- ❁ Deitch, J N
- ❁ Hessenmueller, K F

CLASS A.

- ❁ Englebert, E A
- ❁ Snow, J S
- Hanks, F L
- ❁ Hance, G R
- ❁ Cornell, A B
- ❁ Hayes, E P
- Williamson, G H
- ❁ Rosconi, N
- = Carpenter, H C

CLASS B.

- ❁ Naylor, A F
- ❁ Denton, E M
- ❁ Pomeroy, C M
- ❁ Merritt, H E
- Storer, H M W
- ❁ Stata, A T
- ❁ Eggleston, C R
- Smith, Lewis
- Caskey, E M
- Ratliff, A G
- Olds, F H
- Robertson, W M
- Sitton, J M
- Medsker, J H
- ✦❁ Seymour, D J

CLASS C.

- ✦❁ O'Meara, J B
- Mathers, T D
- Homsher, J E
- = Saunders, C E
- King, F M
- ❁ Cornell, Geo.
- Homsher, F B
- Gumpper, J D
- ❁ Eldridge, N S
- ❁ Chase, E H
- ✣ Shulze, R G
- ❁ Preston, H J
- Merickel, J W
- ❁ Cox, O L
- ✦❁ Osteyee, V E
- ❁ Hale, J E
- Purdy, J B
- Inslee, W D

CLASS D

- ✦❁ Rice, C E
- Jordan, S L
- ❁ Smaltz, F M
- ✦ Cray, T H
- McClure, Rosser
- Stoddard, S D
- ✣ Eichelberger, W F
- Moffatt, A E
- Stacy, Ed
- Kunze, Jno.
- Sheehan, Jno. S
- Hetrick, C S
- = McConnel, F J

Smith, R C
Walker, E P
=Pask, G W
✣ Shields, D H
Evans, C D
=Stewart, M H
Johnstcn, W M
✣ Smith, C V
Gledhill, Walter
Duncan, R L
Hafner, G W
Hyde, C S
↞ Somer, Geo.

CLASS E

Davis, F F
Fitzpatrick, W J
Jordan, M S
=Laverty, Archie
Smurthwaite, M G
↞ Mead, M C
McGibeney, Victor
‡ Murphy, E J
↞☼Alsdorf, F M
Beagle, E H
Mumford, W
McIntosh, R E
Sill, G A
Bradfield, W
Fitch, O B
Johnson, Jules
Freeman, C W
McCardel, H B

Law, C P
Lynham, W B
Quarles, G R
Martin, A A
Lindsley, H
Gilmore, J A
Bryld, Edw
=Comparet, C M
✣ Abel, J C
Charron, G H
Wrisley, F A
=Lipes, R B
Huesner, G L
✣ Leslie, F W
✣ Ward, D
Connolly, J F
=Buckmaster
Swartz, Levi
✣ Ladd, J S
=Kelly, C H
✣ Wilson, O H
Davidson, F H
✣ Leaper, F B
Kamp, L D
✣ Backus, H B
=Traxler, D C
Crowley, E J
↞ Gramthan, A C
✣ Kerlin, W L
=Watson, R O
Hunt, C H
↞ Kerner, Geo. G

NOTE:—

☼ Indicates Quota Secured.

↞ Indicates new salesman commencing during month.

‡ Indicates out of territory.

= Indicates out of territory part of month.

✣ Indicates Sickness.

SPECIAL WORK.

Hoffritz, C W
Cashman, P F
Bowen, G E

Going Forward

The record for April was notable---one of which every salesman may be proud.

Our statistics for previous years show, however, that conditions are always better in May, so while not forgetting our past month's achievement, let us strive to go forward.

Again we thank you heartily and sincerely.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, MAY 20, 1907. NO. 10

A FEW OF THE BOWSER SALESMEN WHO HAVE BEEN WITH US OVER TEN YEARS

TO ALL THE BOYS:

While in Fort Wayne for a few days, I have taken notice of the nice business being done and desire to congratulate each of the boys on the road and in charge in the office on their great success this year. I am pleased to say I am getting better and am having a pleasant vacation.

Wishing everyone of you the largest possible success, I remain,

Yours truly,

A. J. Polhamus

OUR NEW CHICAGO OFFICE.

It is with pleasure that we show herewith a cut of the Fisher building in which we have recently leased a handsome suite of offices. Our new quarters in Chicago are on the second floor, suite 209 and 210, and are conceded to be the finest in the building.

In the picture can be seen the new addition, which towers twenty-one stories in the air. The Old Colony is also shown on the corner across the street.

The Fisher building has no superior as an office building, either in Chicago or elsewhere in the country. Already the reputation of the building has been such that space was spoken for long in advance of ability to secure it, and the waiting list has grown to such a length that the addition was decided upon. In order to meet present demands it was run higher than the older portion, and the indications are that the shortage of space will be but temporarily relieved. In some respects the building is now an advance upon anything of its kind in the country, which means in the world, since American office structures stand at the top. The fire marshal, after an examination of all the city office buildings pronounced the Fisher nearest to absolute perfection of any in Chicago. Not a single change or alteration was suggested by him at the time of the examination or since. Every requirement had been more than complied with.

Four new plunger elevators are installed in the new building, this having been demonstrated to be the safest, swiftest and most expensive of all types of elevators. The steel plungers operate in a steel shaft running down 260 feet in the ground. They are attached to the bottom of the cars, rising with them and directly lifting the load, thus eliminating all dangers from falling elevators. And there will be twenty-four hours of elevator service every day in the year, Sundays and holidays included. The total elevator capacity is one-third more than that of any other building in the city in proportion to its size.

The building fronts three streets, and every office fronts a street. The lighting and ventilating is thereby made as nearly perfect as anything could be. The furnishings and finishings are all very expensive, and the accommodations unusually complete. There is not only hot water and cold water in every suite, but filtered ice water is also in every office. There are also pneumatic clocks, automatic temperature control electric and gas light. The building is one block from the postoffice, and can be reached by more car lines in less time than almost any other office building, but two others being so well situated in this respect. An indication of the business character of the location may be seen in the fact that the office buildings centering here have fifteen thousand office occupants.

Recognizing the growing importance of Chicago as a trade center, our office was opened to take care of the rapidly increasing business in that flourishing city. Mr. E. J. Little, who, for the past few months has been doing special work for the company, will be in charge of the office. Mr. Little is thoroughly familiar with Chicago and its environments, having successfully managed the western business of several large eastern publishing houses.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND

C. F. HATMAKER, - - - - - - - EDITOR.

On the Fifth and Twentieth of Each Month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

HOW TO GET RID OF A HABIT.

We spend three-quarters of our lives FIGHTING OURSELVES.

Every one of us is trying to get RID of something. We are too lazy or too wastefully active.

We dream too much and accomplish nothing, or we have dull imaginations and stay in the spot where the stork landed us, never progressing.

Old ancestors weight us down—we fight against their HABITS.

We have drifted into ruts, we have sunk into deep grooves, and life that should mean ORIGINAL, useful effort, means simply HABIT.

One would like to stop his foolish extravagance—HABIT keeps him back.

One would like to stop gambling—HABIT kills real work in him.

One would like to stop drinking—HABIT makes life a dull imitation of death.

How can HABIT
be wiped out?

The way to kill a snake is to hit it on the head and KILL it, not to give it a gentle tap every day, hoping it will finally die.

The way to kill a HABIT is to hit IT on the head and kill it. Never try to kill it gently, slowly and comfortably. The killing of a HABIT is a surgical operation, hard, unpleasant, painful.

Here is the STORY, which is not new, or very clever, but which IS easy to remember.

A man said: "HABIT MUST BE ABOLISHED. I shall go at it gradually." He cut off the first letter and then he said:

(h)ABIT.

There was still "A BIT left.

He took off the next letter:

Still he had the big BIT of his trouble facing him.

He cut off another letter. It read:

(hab) IT.

He had wiped out three-fifths of the HABIT and still had all of "IT."

He took off the fourth letter, cutting his HABIT down to:

(habi)T.

And then he was not TEEtotally rid of it.

He looked back at his experiments and time wasted, and knew that he would have done better to cut out the ENTIRE HABIT at first and have done with it.

That is a good story to tell to men that are trying to reform in the wrong way.

A kind man knew that his fox terrier ought to have a stub tail hadn't the heart to cut the whole tail off at once, so he cut off an eighth of an inch every day for many days. He was trying to be kind hearted. The terrier disapproved, dumbly.

Don't treat YOUR BAD HABITS the way the foolish, kind-hearted man treated his fox terrier's tail.

I WILL KEEP ON A GOIN'

If you're sick or if you're well
Keep a goin'!
Grin an' bear it—never tell
How bad it hurt you when you fell,
Break or "bust" or shrink or swell,
Keep a goin'!

Don't be anybody's tool,
Keep a goin'!
'Xperience's a costly school
An't never graduates a fool,
Keep your head gear on, an' cool,
Keep a goin'!

Get advice—but watch your feet
Keep a goin'!
Don't swallow ev'ry thing complete,
Ever too much "swing or cheat,"
Keep your counsel—don't retreat.
Keep a goin'!

Don't be satisfied with self,
Keep a goin'!
"Know-enough" gets on the shelf.
Barter right nor truth for pelf,
Deception is a tricky elf,
Keep a goin'!

Don't be 'fraid you'll get too far,
Keep a goin'!
'Tis not where, but what you are.
Tho' you wear the battle's scar
"Hitch you're wagon to a star."
An' keep a goin'!

It pays to wake up, stop idle dreaming and wishing, and do something. The thing can be done. It's not hard; not half so hard as it seems. It's not necessary to change occupations or professions. Success is there. All it needs is to be started and it will go around the world and climb about the stars. There are no impossibilities. There are no things that "can't be done."—Selected.

THE BOWSER BASE BALL TEAM.

From left to right upper row:

Frank Luley Catcher, Wm. Hensil R. F., Martin Hillinger 1st B., Ray Shreve 2nd B., James Casey Pitcher, C. E. Braithwaite Pitcher.

Lower row:

T. D. Michael C. F., W. C. Strader Captain and 3rd B., Geo. F. Keplinger Manager, J. L. Mattoon L. F., W. P. Bechtold, Shortstop.

We show above a photograph of the Bowser Ball Team with the official "line-up." The team was organized on March 15th, 1907, by Mr. G. F. Keplinger and "Winnie" Strader, the players being selected from the office and factory. The firm generously contributed the necessary paraphernalia—suits, bats, balls, etc., and they are looking forward to a successful season for the boys.

The record for the last year was a notable one, —nine games being won out of a total of eleven; one tie, and only one game lost. These games were won, too, from the fastest teams in Indiana, so that "The Bowsers" are recognized as one of the best amateurs in the city.

This year's work is expected to excel last year's, and their schedule includes a game with the Columbia City professional team at the annual Bowser excursion to Winona lake August 9th, 1907.

FIELD AND FACTORY.

Gentlemen—

Some time ago the Toronto Office sent me a prospect in a little town. This little town was a successful gold mining town in 1861, but at present is a dead little town, and is located right in the center of the Rocky mountains.

Mr. C———, like all other little merchants, handled his oil by the case. After spending about half a day with him, I succeeded in persuading him to believe as I did that there was more money in barrel oil for him than case oil, and he gave me his order for a small coal oil tank.

During my conservation, I was told of a beautiful waterfall located about one mile up the mountain, and as I had nothing more to do, and could not get away until 8:00 o'clock that evening, I thought I would take a look at the falls. At times, I found it quite difficult to locate the trail, but I stopped and cut a good heavy stick to aid me in climbing, and I got along pretty nicely after that. When I reached the place where I thought I could see the Falls, I grabed hold of a tree and looked for a sight of them, but instead of seeing the Falls, about fifty feet ahead of me, right on the trail sat a big black bear.

Say, let me tell you something, I did not get to see the Falls that day. I had nothing with me but a small pocket knife with which to defend myself, and I decided there wasn't room enough for us both on that little trail, and I slid down that mountain much faster than I went up. He may have just come out of his hole and was sucking his paw and meant no harm, but I didn't get any closer to find out. It was a good thing I got my order before I went to see the Falls, for I don't think I could have shown to Mr. C——— as many reasons why he needed a Bowser Tank after seeing Mr. Bear without having anything with which to defend myself.

So ended my little order No. 883.

Yours very truly,

THOS. CRAGG.

* * * *

Assistant General Manager E. M. Savercool, has been at Philadelphia from May 13th to the 18th attending the American Association of Cotton Manufacturers. Bowser & Company had a very fine exhibit which attracted considerable attention. Messrs. J. M. Sitton, A. D. Wychoff and George R. Quarles, were kept busy explaining the merits of the Bowser System of Oil Storage to prominent textile manufacturers.

* * * *

Mr. Bowser and Mr. Dunkelberg leave this week with a party of prominent Fort Wayne business men for a ten days' fishing at Trout lake, Wisconsin.

* * * *

Little " Bill" Simpson, and big "Big" Pitcher of the railroad department, were at the factory last week engaged in going over blue-prints and specifications.

* * * *

George Cornell reported a foot of snow at his home, Bertha, Minn., on May 15th, while Mr. George H. Williamson reported ninety degrees in the shade at St. Louis. What is the matter with the weather man?

Gentlemen—

Last week I was in a small town in Wisconsin, and called upon the proprietor of a grocery store; in fact, it was the largest grocery in the city and occupied a prominent corner. He was handling gasoline in five-gallon cans. I talked the Bowser system of gasolene storage, and that the tank would draw him the automobile trade of the city. While the town was small it was a residence town of a number of millionaires from Chicago.

After explaining the advertising features of the outfit, and showing him that it would increase his trade, and consequently make him money, I got him to the point that he was just about to sign when in stepped the owner of the building. He objected at once, stating that he would not let the proprietor use the outfit, and stated that in a couple of days he would take it up with his insurance agent. In other words, he wanted to put me off, in which event, the sale would have undoubtedly been lost. I said "Mr. D——, who is your insurance agent?" He said, Mr. B——, the president of the bank across the street." I said, "Well, lets see him at once." He said that it was only about three minutes of closing hour, and to let the matter rest. I insisted, and the three of us, the proprietor of the store, the owner of the building, and myself, went to see the banker. They explained the matter to him, and turning around in his chair to me, he said. "What outfit are you sellig?" I said, "The Bowser," and without looking at any records or data, he said, "Gentlemen, that tank is all right, we will give you a special permit to use it."

Yours very truly,

F. M. SMALTZ.

P. S. The landlord went away mad, but I got the order.

* * * *

Mr. J. D. Gumper is making an experiment,—covering his territory with an automobile. A week or so ago, he punctured a tire, ran out of gasolene a mile from Nowhere, bent an axle, and came home on a train. Further reports on the experiment will be chronicled in a future issue of the "Boomer."

* * * *

J. L. Holmes of Mexico, has been unable to attend to his business on account of the serious illness of his wife. We are glad to be able to state that Mrs. Holmes is now convalescent.

* * * *

Mr. S. F. Bowser recently returned from Toronto, telling us that a new sixty-foot one-story addition is being added to the factory, and that this and various other improvements will be completed within thirty days. A new Lathe and Drill are being shipped this week from Fort Wayne.

* * * *

Mr. Milton H. Stewart, a new salesman who made an exceptional record on a trial trip, found the selling of Bowser Tanks so attractive that he has closed his business interest in Ohio, and taken permanent territory.

EXCHANGES.

S. F. Bowser & Co., Fort, Wayne, Ind.

Gentlemen—

Did you tackle that trouble that came your way
With a resolute heart and cheerful?
Or hide your face from the light of day
With the craven soul and fearful?
Oh! a trouble's a ton, or a trouble's an ounce,
Or a trouble is what you make it,
And it isn't the fact that you're hurt that counts,
But only how did you take it?

You are beaten to earth? Well, well, what's that?
Gone up with a smiling face,
It's nothing against you to fall down flat,
But to lie there—that's disgrace,
The harder you're thrown, why the higher you bounce,
Be proud of your blackened eye!
It isn't the fact that you're licked that counts;
It's how did you fight—and why?

And though you be done to the death, what then?
If you battled the best you could,
If you played your part in the world of men,
Why, the critic will call it good.
Death comes with a crawl, or comes with a pounce,
And whether he's slow or spry,
It isn't the fact that you're dead that counts,
But only how did you die?

I trust from the enclosures that you can see that I did not die. Yours respectfully,

R. S. Johnson.

The above was received from Salesman R. S. Johnson. Orders amounting to $2,705.00 accompanied the letter.—Editor.

Traveling Man Qualifies His Statement.

Commercial travelers will appreciate this story, which is told of one of their number. He had been summoned as a witness in a case in court, his employers having sued a delinquent customer, and the lawyer for the defense was cross-examining him.

"You travel for Jobson & Company, do you?" asked the attorney.

"Yes, sir." L L L

"How long have you been doing it?"

"About ten years."

"Been traveling all that time, have you?"

"Well, no sir," said the witness, making a hasty mental calculation; "not actually traveling. I have put in about four years of that time waiting at railway stations and junctions for trains."—Tid Bits.

* * * *

Worry not over the future,
The present is all thou hast,
The future will soon be the present,
And the present will soon be the past.

The cafe of the Fifth Avenue Hotel is regularly patronized by well-mannered business men who sit around the table for a social hour in the late evening. One night recently a medium-sized, ordinary-looking man came into the cafe and treated its patrons to a novel experience. There was nothing in the newcomer's appearance as he entered the room to make any one look at him twice. It was apparent at a glance that he had spent his earlier hours of the evening taking on board a considerable cargo of rum, which he was navigating with dignity and precision.

Possibly the stranger was nettled by the evident indifference to his existence. At any rate he signalled the waiter, and in a voice that for an instant commanded the attention of the roomful, ordered a drink. He put the drink away with a flourish; then, facing about, he glowered over the room, squared his shoulders, and announced, "I can lick any man in this room." No one paid the slightest attention to him. Turning to the waiter again he said, "Gimme 'nuther drink and make it stronger." He drank it, faced the room, squared his shoulders, and in a louder voice announced, "I can lick any man in the city of New York." No one paid the slightest attention to him. An expression of hurt surprise crept into the stranger's face, but he was game. And again he sought the waiter. "John," he said, "gimme 'nuther and make it the hottest you know how." He tossed it down; then taking a "Washington-crossing-the-Delaware" pose, in a voice that made the glassware rattle he bellowed, "I can lick any guy in th' United States uv 'Merica." At this a quiet little man got up, walked over to the stranger, knocked him down, helped him to his feet again, propped him up against the bar, and asked in a mild, kindly way, "I say, friend, what's the trouble?" "Trouble?" said the stranger; "trouble wiz me is I tried to cover too much territory."

Proverbs of the Road.

Silence is golden, when you have the order.

An order in hand is worth two by mail.

Look before you speak, and see if he's rated.

Too many travelers spoil the ground.

An order in time will save your job.

Half an order cancelled is better than no order at all.

There's many a slip twixt the drummer and shipper.

The traveler who will not drive gathers no dust.

It's a long trip that hasn't some turn-downs.

The traveler who hesitates, when selling, is lost.

Out of sight but not out of mind when you start on a long trip.

Everything comes to him who waits, except orders.

You can't ship the goods and have them.

Foreign fields look fresh and green to the traveler who can't make it go on his own territory.—Barney, in Canadian Traveler.

SOME GOOD SUGGESTIONS.

Mr. Editor and Co-Workers—

We are daily turning skeptical buyers into satisfied users. Business is a great game. Play it well—don't be a two-by-four, be a BIG, *broad* salesman. Don't spoil opportunities and waste chances. Form your day-dreams into actual results. Go about your work with sunny smiles and unfailing good humor. System gone to seed produces cockle-burs in business. A customer has confidence in the salesman who talks confidently—who evidently knows what he is talking about; and right here I want to emphasize the point that the salesman should always dominate his customer—he should never let the customer dominate him. The salesman should respectfully assume a quiet superiority—of expert knowledge—a firm and confident command of the situation. To do this he must know his goods, the materials, the making, etc.; he should have at instant command all kinds of information and "selling points" which would tend to enlighten his customer and convince him that the goods are especially desirable. Lack of faith in, or interesting facts about their goods is often the cause of weak persuasive powers in salesmen.

A customer's adverse suggestiveness tends to undermine the salesman's confidence in himself. He gets nervous, "rattled," and the customer sees it. The result is, very frequently, a lost sale where a cool head and the confident manner that comes from faith in and familiarity with the specific merits of his goods would have secured the order. Salesmen should remember that an opinion against an article is less often due to real knowledge than to prejudice and hasty judgment.

People are often whimsical, vacillating in making their choice in buying. The personality of the salesman should be a positive psychological force. He should study his man—influence him by mental suggestion. Never consider his opinion except as something to be changed favorably to your views. Nine-tenths of what people see they see through the eyes of other people. Why should they not see through your eyes? Their opinions on all subjects are only what other people have told them, so go after them and tell them what they don't know about the One and Only Oil Tank in the world.

Yours very truly,

J. B. O'MEARA.

NOTE—Mr. O'Meara is a very clever salesman who has recently joined our forces. He is not theorizing, but is giving us the benefit of practical experience. He made his entire month's quota within ten days after leaving the factory. EDITOR.

SELLING POINTS.

If you can get a clerk to attend to nothing but your oil; that would give you the safety that this does, be as clean as this and as absolutely correct;; save you time as this does, both in checking and in drawing oil; would compute your oil as this does; save from twenty to twenty-five dollars per year in quantity as this does; if you could hire such a clerk, I say, for the rest of your life for $90.00 and then still have an interest in him that you could dispose of for from one-half to two-thirds of what you paid him, would you not jump at a chance to hire the clerk? Now, here is the clerk for you, a Bowser Self-Measuring Oil Outfit, at $75.00.

* * * *

Mr. Blank, you would invest $75.00 in oil to save $25.00 on the price, would you? Then what difference does it make whether you invest it in the oil to save $25.00, or in this tank to save $90.00. The investment in a tanke is the better proposition because you only have to invest it but once, but on the oil investment you must constantly reinvest the original capital in order to save $25.00 each year.

* * * *

If the merchant says he "is not interested" before you make a demonstration, the following has proven interesting in inducing him to let you show the tank.

"You say you are not interested, Mr. Blank, but yet, if you don't mind, I would like just a few minutes of your time, to show you what I have to offer. I am sure, as a business man, you do not want to turn down any proposition which will make you money without investigating it fully, especially as over 300,000 other merchants have said that a Bowser Self-Measuring Oil outfit is one of the most satisfactory investments they have ever made. (While you are talking, take out your model, fill the measure, etc., and go on with your demonstration.)

* * * *

Mr. Blank, if your banker should come in and say "I have an investment here which will pay you 10 per cent on your money," would you turn him down without investigating his proposition, would you? Now, I have a proposition which will pay you more than 10 per cent on your investment, and many merchants have written us that it will pay from 25 to 50, and often pay for itself the first year. All I ask is a brief investigation, and if after a few minutes you do not decide that the Bowser Self-measuring Oil Tank wil save you money, I certainly cannot expect you to buy. (While talking, take out your model, and go on with your demonstration.)

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, JUNE 5, 1907. NO. 11

To Our Boys on the Road

We had every reason to believe that we would reach the Quota for May easily but for several unforeseen reasons, which fully explain the matter, we failed to make the quota by about 2500 points. We have put the quota for June so that there will be no question whatever of its being made, as we are sure that we can depend upon each and every one of the salesmen doing his best this month. Reports from all parts of the country are most favorable for a big business. Let's all start NOW, and make our quota for this month

SURE

June has always been a GOOD month, DETERMINATION and HARD WORK will make it BETTER.

The Quota for June is 16,000 Points

Record for May

CLASS AA

Meegan, F W
Johnson, R S
Hessenmuller, K F
Cragg, Thos.
Dietch, J N
Cornell, A B
Gumpper, J D
Purdy, H T

CLASS A

Ratliff, A G
Merickel, J W
Rodman, J G
Bigelow, G W
Hance, G R
Hanks, F L
—Klotz, E F
—Saunders, C E
Duncan, R L
Jordan, S L

CLASS B

Englebert, E A
Williamson, G H
Medsker, J H
Davis, F F
King, F M
Misensal, I W M
Storer, H W
Osteyee, V E
Ladd, W H
—Sitton, J M
Smith, W C
O'Meara, J B
Connolly, J F
—Caskey, E M
Robertson, Wm.
Romer, Geo.
Traxler, D C
Mathers, T D
Stacy, Ed
Swartz, Levi
Inslee, W D

CLASS C

Smith, C V
Shulze, R G
—Sill G A
Lindsley, H
Pask G W
Smith, Lewis
McClure, Rosser
Gledhill, Walter
Murphy, E J
Davidson, F H
Taylor, S F
McIntosh R E
Mead, M C
Hayes, E P
Stoddard, S D
Heintze, Max
Stata, A M
Smaltz, F M
Naylor, A F
Shields, D H
Buckmaster, J D

CLASS D

Martin, A A
Fitzpatrick, W J
Seymour, D J
Freeman, C W
Kamp, L D
Homsher, J E
Kerlin, W L
Preston, H J
White, J C

☼ Grantham, A J
Lynham, W B
✣ Johnston, W M
☼ Hale, J E
= Stewart, M H
Mumford, W
Backus, F C
Walker, E P
= Law, C P
Sheehan, J S
Jordan, M S
Johnson, Jule
✣ Eichelberger, W F
Homsher, F B
Alsdorf, F M

CLASS E

Olds, F H
Snow, J S
Comparet, C M
Smith, R C
Chase, D W
✣ Beagle, E H
Quarles, G R
Purdy, J B
Rice, C E
Eldridge, N S
= Laverty, A
Fitch, O B
Denton, E M
Hafner, G W
Eggleston, C R
✣ Ladd, J S
McGibeny, V
= Moffatt, A T
Cox, O L
= Leaper, F B
Bryld, Edw.
Merritt, H E
Heusner, G L
= Kelly, C H
Wyckoff, A D
Rosconi, N
Evans, C D
= Abel, J C
Crowley, E J
Gilmore, J A
↞ Culbertson, H R
Cornell, Geo.
Bradfield, W
Pomeroy, C M
✣ Holmes, J L
Hetrick, C S
= Charron, G H
= Bachers, H B
= Cray, T H
✣ Leslie, F W
McCardel, H B
↞ Blacklock,
Ward, D
Hyde, C S
= Kunze, Jno.

NOTE:—

☼ Indicates Quota Secured.

↞ Indicates new salesman commencing during month.

‡ Indicates out of territory.

= Indicates out of territory part of month.

✣ Indicates Sickness.

SPECIAL WORK

Hoffritz, C W
Bowen, Geo.
Cashman, P F
Jenkinson, W E

J. D. Furcht
Dealer In
Dry Goods, Groceries
Gent's Furnishings

Goods Delivered to Your Home
Without Extra Charge.
Phone No. 67

Wimbledon, North Dakota May 6, 1907. 190

S. F. Bowser & Co., Inc.,

Fort Wayne, Indiana.

Gentlemen:-

I am glad to write to you in regard to the BOWSER TANK that I purchased of you last fall. On Dec. 29th I had a very serious fire which started from the furnace in the basement in which the tank was located only ten feet away. The day before the fire, the tank was filled with 250 gallons of oil, and the fire burned around and overhead through 14 inch timbers, and the upper floor fell through, not doing one cent's worth of damage to the tank excepting the paint.

It was so hot in the basement that the firemen were forced to leave and work on the second floor. The stock valued at $11,000 was a total loss and the building is a brick and was damaged to the amount of $1,000 so you can judge for yourself how warm it was around there.

A few weeks after the fire there was an oil famine caused from the snow blockade and as the cellar had been filled with water far above the top of the tank and frozen to the bottom, I never once thought of the oil in the tank being fit to use, but some suggested that we try it, the ice being melted from the pump, and to our surprise, the pump was in good working order and the oil was just as good as ever and came in when it was needed. The North Dakota Inspector of Weights and Measures was here and inspected the pump and it is as accurate as ever without one cent's worth of repairs.

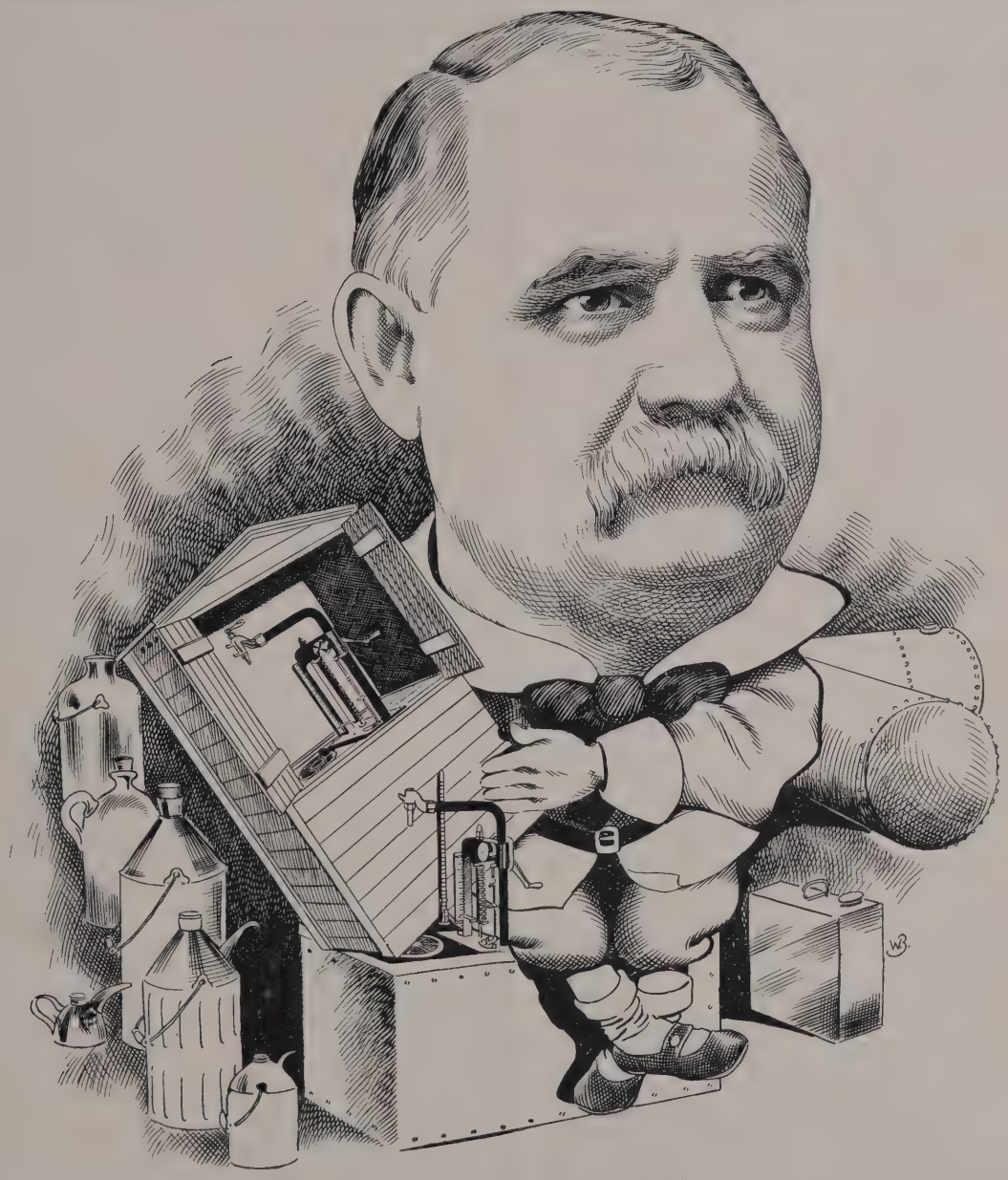
I am glad to relate this to you as I am sure that had I had the old system of handling oil that the entire building would have gone up in smoke which would have meant $6,000 loss to me. I am not ashamed to recommend the BOWSER TANK to any one and it is a business proposition,as well as the only thing for a business man to use.

Yours very truly,

J. Furcht

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 2. FORT. WAYNE, INDIANA, JUNE 20, 1907. NO. 12



MR. S. F. BOWSER

Oh, here's the champion tanker and he's tanking all the world;
In every clime, in every land his banner is unfurled.
The diagram above will show the latest thing in tanks—
To be au fait must be equipped with scales and cogs and cranks.

—Reproduced from "Men of Affairs" series in The Fort Wayne Sentinel

As the Bowser Equipment stands in a class by itself, we seldom if ever, say a word about a competitor. We haven't the time, and then again, our goods speak for themselves. However, the articles below may be of interest to our salesmen, and we therefore, reprint them. They are newspaper clippings, and bear upon the suit recently filed by us at Cincinnati.—EDITOR.

CHARGES DAYTON COMPANY IS VERY UNFAIR—SUIT IN UNITED STATES COURT FOR ACCOUNTING BY FORT WAYNE FIRM AGAINST DAYTON FIRM.

(Dayton Evening Herald, June 1, 1907.)

CINCINNATI, O., JUNE 1.—Charges of decidedly unfair competition are made in a suit filed yesterday in the Circuit Court by S. F. Bowser & Co., of Fort Wayne, Ind., against the National Oil Pump and Tank Company, of Dayton, Ohio. The complainant company states that for the past twenty years it has been engaged in the manufacture of self-measuring pumps and oil tanks, and that quite a business has been built up on the reputation of the product and upon the reliability of the concern. It is charged that not only is the defendant copying the self-measuring pump, but that it is imitating the tank, the coloring thereof, the lettering upon it, the literature used, the design of the order books, etc., for the alleged purpose of misleading the public. There were filed eight affidavits in support of this.

Several of them were by experts who pronounce the product of the defendant in all respects similar to that of the complainant. Others are by salesmen, one of whom secured a position with the defendant company for the purpose of securing evidence. Another one is by Sylvanus F. Bowser, the inventor, who says that when he was a traveling salesman in the spring of 1885 he had occasion to get up at 4 a. m. one day, and in trying to draw water from an old-fashioned well the idea of the self-measuring pump came to him. An injunction and an accounting are sought. Judge Thompson granted a preliminary injunction and set the 28th inst. as the date for hearing arguments. Attorneys Brown & Hopkins, of Chicago, Ill., represent the complainant.

DAYTON FIRM ACCUSED OF MOST UNFAIR METHODS—S. F. BOWSER & CO. FILE SUIT AT CINCINNATI TO DEFEND RIGHTS.

(Fort Wayne Evening Sentinel, June 1, 1907.)

Charging the most unfair methods in competition, S. F. Bowser & Co., of this city, have filed in the United States District Court at Cincinnati a suit against the National Oil Pump and Tank Company, of Dayton. The new action is supplementary to a suit for infringement of patent which the Fort Wayne firm filed against the Dayton concern some months ago, and which is still pending.

In the suit just filed it is alleged by the Fort Wayne company that the Dayton institution has been closely copying the Bowser cuts and advertising matter, its catalogs and other literature, and that it has been "dressing up" its goods to closely resemble the products of the Bowser Works and has thus been misleading its customers and benefiting by taking unfair advantage of the reputation of the Bowser tanks and pumps. The Fort Wayne company has asked for a preliminary injunction to restrain the Dayton concern from continuing these practices, and it prays that the court assess damages in proper amount against the Dayton company. The argument from the motion for injunction comes up in the court on June 28. The Bowser Company is represented by Brown & Hopkins, of Chicago, and the present action is designed to embrace all the complaint of the Fort Wayne company which is not legitimately a part of its former action against the Dayton concern for infringement of patent.

* * *

We believe the proprietor of a store receives the best results from system, especially for handling oils. We not only TALK system, but PRACTICE it. With this in view, we are constantly adding new equipment and systemizing the factory in every detail. Among the new equipment recently installed, we mention the following: A two twelve-foot brake for flanging; an automatic three-head bolt cutting machine; galvanizing electro plating machine; and a new water tank which is elevated fifty feet above ground.

How Can I Increase My Sales?

S. B. BECHTEL

S. B. BECHTEL

The question, "How can I increase my sales," must suggest itself often to the salesman who is thoroughly interested in his work. INCREASED SALES MEAN INCREASED COMMISSION — a subject of vital interest to every salesman.

This subject was handled in such a thorough manner by our Secretary, that for the benefit of our new salesmen, we print below excerpts from a paper which he prepared for the Annual Meeting in 1906:—EDITOR.

In addition to "The Close and Systematic Working of Territory," covered so thoroughly by Mr. Polhamus and Mr. Corey, and the exercising of the other qualities of salesmanship—enthusiasm, courtesy, tact, cheerfulness, confidence, knowledge of your goods and the principles expounded in the preceding papers —there are several ways to increase your sales.

BY MAKING EXCHANGES: It has been most conclusively demonstrated the past year that exchange can be made more easily now under our present price system, than heretofore. An old user of a Bowser tank is always a friend, and easily approached. If you will give the matter careful study you can find many arguments to convince him of the wisdom of putting in our up-to-date outfits; and being a friend, when this point is reached the order is easy.

SELL GASOLENE OUTFITS TO GROCERS AND GENERAL STORES. It can be done and is being done to quite an extent by some of our salesmen—much to their profit. It means, if you are selling a kerosene outfit, that your order will be twice as large if a gasolene outfit is included; and if the merchant already has a Bowser outfit for kerosene, the sale is made, for he knows the advantages. More than this, there are many additional arguments for the gasolene outfits which do not apply to the other line.

BY WORKING THE PAINT OIL TRADE. Many of the general stores, especially in the agricultural districts, and nearly all hardware and drug stores carry linseeds and turpentine. There are more reasons by far for handling these oils out of a Bowser tank, than for coal oil. This line requires careful and thorough study, but the returns for this study are great.

Right here let me step upon the territory of some of the other papers and urge that, before proceeding too far with your demonstration, you secure all information of your prospective customer as to the names of the oils handled and the quantities of each, so that you may determine the equipment needed. I'm sure you'll be surprised to find so many opportunities for sales which have heretofore been unsuspected.

LARGER STORAGE. A merchant will thank you on your next trip if you sell him an outfit larger than he now has in mind. One of our Southern men has recently told me of some of his customers complaining because their tanks are not larger. It would no doubt have been comparatively easy to have sold a 5 bbl. where a 2 bbl. was sold when the sale was being made, but it's a rather difficult proposition to furnish him sufficient storage to satisfy him after the tank has been used a year or two.

This year, get YOUR ideas up. I am confident the average salesman can sell ABOUT what he has in his own mind. If you imagine a 1 bbl. outfit is large enough for a merchant, the chances are you'll sell a 1 bbl., and if you believe a 5 or 10 bbl. is needed, you'll sell a 5 or 10 bbl. If you are in a RUT selling small tanks, for your own sakes get your ideas up. I know that some men will argue that some merchants do not need large tankage as they do on so and so territory, but you'll be surprised how easy it is to add a barrel or two to the capacity, and how much better pleased your customers will be. Don't forget that every added barrel capacity means added commission to you, and with very little expenditure of time.

Another thing: If you increase your sales this year (and you must), it means work—WORK—WORK —honest, intelligent work, careful attention to details, the study of your line in all its phases, and again I say, hard work.

* * *

WINONA, MINN., JUNE 16, 1907.

TO EDITOR "BOOMER,"

FORT WAYNE, IND.

Dear Sir—Yours requesting me to write something for "The Boomer" at hand. In reply will say I am not literary enough to write anything either interesting or instructive. When I make an easy sale I feel so jubilant over it, can't remember details and when I make hard sales am so completely "all in" try to forget it. I enjoy reading "The Boomer," however, and get many valuable points from the more gifted. With very best wishes I am,

Yours truly,

R. L. DUNCAN.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND

C. F. HATMAKER, - - - - - - - EDITOR.

On the Fifth and Twentieth of Each Month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Don't Worry.

As school boys, we fret—because we are compelled to go to school—or because, perhaps, we cannot go. As beginners in business, we worry—because we are older—because we work too many hours.

As full-fledged business men, we worry—because we are not younger—because there are not more hours in which to work. And so it goes. To worry is human—a part of every man's life. But as we grow, we see that the worries of yesterday crowded out those of the day before—only to be crowded out, themselves, by those of today. And we realize that the worries of the past have not been real troubles at all, but supposed ones.

So, since we must fret, let us make fretting helpful—productive of new ideas and plans. Since we must worry, let us not worry ourselves into idleness and hopelessness, but into initiative and accomplishment. —*System.*

* * *

Old-fashioned Salesmanship.

In these days of discussions of Scientific Salesmanship, it behoves us occasionally not to overlook the factors which have contributed to past successes.

Scientific Salesmanship is ALL RIGHT; we believe in it, we advocate it, and yet Scientific Salesmanship alone will not win the battle. The cardinal virtues of hard work, of keeping everlastingly at it, etc., are as necessary today as they were years ago.

A salesman who loves his vocation, will endeavor to reap personal benefit from some of the very capable articles and experiences which appear in the papers devoted to Salesmanship. While reading and studying, however, let us not forget the Old Fashioned way of demonstrating with our model whenever the opportunity presents itself; of getting an early start; of calling on as many prospects as we can without hurrying or neglecting our work; of talking BOWSER TANKS earnestly, sincerely, and enthusiastically; and of WORKING, WORKING, WORKING every day in the week.

Suggestions from Office Departments

SALES DEPARTMENT.

Send in Route Sheets regularly, giving at least two or three addresses each week. Often we have matters of importance to communicate with you by letter or wire.

Use care in making out orders.

Read over your orders before you send them in to see that they are complete in every detail. This minimizes the correspondence and prevents delay.

* * *

ORDER DEPARTMENT.

When you make an exchange, in all instances, fill out the EXCHANGE ORDER BLANK.

The terms on orders are often misunderstood. Make them so plain that they cannot possibly be misinterpreted.

Don't forget to give us the pump lengths when selling cellar outfits.

Often a salesman will duplicate or skip his salesman's order number. This leads to confusion and delay.

* * *

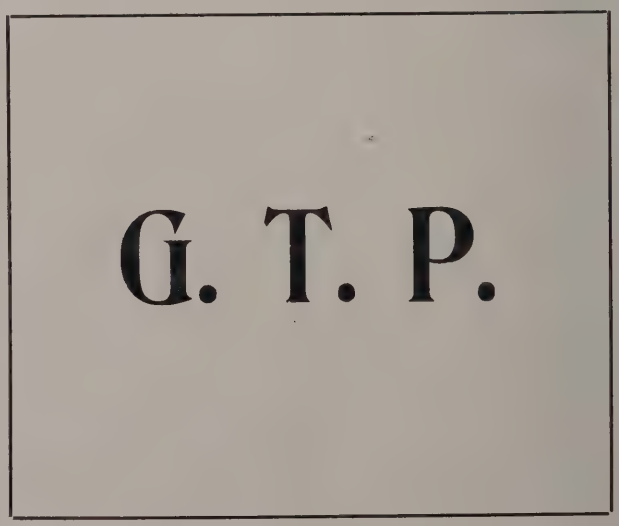
COLLECTION DEPARTMENT.

SELL STANDARD OUTFITS. When ordering repairs, if possible, always give the order number of the tank. If you cannot get the number, give us the name of the original purchaser, and full details as to the style of outfits.

* * *

ADVERTISING DEPARTMENT.

Send in newspaper clippings or rather send in the whole paper, whenever you read anything bearing on oil storage, for instance oil or gasolene fires and explosions. Send the paper to the Advertising Department.



While they always "keep a digging" the Railroad Department is busier than usual. This is the Convention Season. As a result, we have a very fine exhibit at Atlantic City. Mr. Dunkelberg, who is in charge, reports that it is attracting considerable attention. The Master Mechanics' Convention was held on the 12th, 13th and 14th, and the Master Car Builders' Convention on the 17th, 18th and 19th. Mr. W. A. Pitcher and W. T. Simpson are assisting Mr. Dunkelberg, and will attend both of the conventions.

* * *

Mr. John L. Handy has recently returned from a trip to the Northwest.

* * *

Several large orders have recently been received, and the shop is busy on some very large tank equipment.

* * *

FIELD AND FACTORY.

The following salesmen have recently visited the office: J. H. Swain, J. M. Sitton, N. S. Eldredge, F. M. Alsdorf, F. M. Smaltz, R. G. Shulze, M. H. Stewart, E. F. Klotz, C. W. Hoffritz, W. M. Johnston.

* * *

General Manager, Mr. A. Z. Polhamus, leaves Long Beach, California, on Wednesday, June 12th. He has planned to spend the vacation months with his family at Bay View, Michigan.

* * *

Mr. H. T. Purdy believes in keeping the weeds out of his territory. Recently a competitor put in several outfits. Mr. Purdy immediately "got busy." He showed the superiority of the Bowser tank, and as a result, the merchants saw the error of their ways, and gave Mr. Purdy their orders.

* * *

Vice President, Allen A. Bowser, was at Toronto recently supervising the erection of our new factory addition.

Often a salesman when securing a garage equipment, simply talks Gasolene Storage. Our representative, Mr. W. E. Jenkinson, of San Francisco, believes in equipping a garage complete with a system for handling all their oils. Today's mail brought in a garage equipment from him amounting to $800.00.

S. F. Bowser & Co., Inc.,
Fort Wayne, Ind.

Gentlemen—As I got here in Aberdeen tonight, and read your, or rather my "Boomer," and found where it said "An order in the hand is worth two by mail," I felt pretty good. Then I read until I came to the last page where a merchant says "he is not interested." It tallies so well with an order I am sending in, that I am going to tell you about it.

I went into Mr.————'s Hardware Store and when I told him the company I represented, he said, "Oh I have plenty of tanks." In a nice pleasant way, I asked him how he was handling his gasolene and he said, "Oh I have a big 300-gallon tank out in the Oil House. (At the same time, I was taking my model out of the case, and was turning out a gallon to the stroke). "Well," says he, "what have you there?" "A tank," says I, "or rather the cheapest clerk you ever hired." I then showed him our Long Distance Outfit. By this time, I had it sized up how far he had to go to get his gasolene. "You lose about 15 per cent. of your gasolene by evaporation." "That is true," says he. "Do you ever spill any?" "Well, yes, sometimes," he said. "How much too large is your gallon measure?" "Why, standard size," he replied. "Well then you must be giving part of your gasolene away." "Not any," said he. "Well, if I were a betting man, I would bet you a new hat that you give away two to four ounces every time you sell a gallon." "How do you know?" he asked. "Oh I test lots of measures." "But you do not carry a tester, do you?" "No, but I weigh them." "How much should a gallon weigh?" he asked. I told him. He said "Let's weigh a gallon and see." "All right." (We weighed it). "Three ounces over, see?" "I—I didn't think that!" Now, Mr.————, how much gasolene do you sell a day?" "Oh about twenty or thirty gallons." "Then you lose about eighty ounces a day,—five pounds—nearly a gallon." "I didn't think that," he said. "It is about four rods out to your Oil House, and if you sell the thirty gallons in large lots, say five gallons at a time, six trips out and back, would be forty rods you travel each day just to sell thirty gallons of oil." "That is so, I can't get around that," he replied. "All right, Mr.————, the Bowser Tank will do all your traveling for gasolene, and at the same time, save all the gasolene I have figured out that you lose." "How much do they cost?" I told him the price, and then he went up to the ceiling. I argued out the price with him and I finally closed the nice order which I am sending with this letter.

Yours very truly,
I. W. Misensal.

Gasolene Storage.

By W. H Ladd.

At this season of the year, it behooves us all to consider carefully, the Gasolene Storage question. The following timely article was received from Mr. W. H. Ladd of New York, a salesman who successfully sells Gasolene Storage Outfits. While it treats principally on outfits sold to automobilists, it contains many interesting points for those salesmen who do not call on automobile trade.

The manner in which he raised his prospect from a Cut No. 48 (one of the lowest priced outfits we manufacture) to our standard Cut No. 41, (the best we manufacture) is admirably handled, and we commend the article to the careful attention of each and every salesman.—Editor.

* * *

W. H. LADD.

"I will not attempt to give any points to those salesmen who are selling gasolene outfits, as I feel they are just as capable of doing these things as I am myself, but if I should be able to offer any suggestions that would be of the least assistance to any of the new men, or any of the older men who are not selling gasolene outfits, I shall feel myself amply repaid for the effort.

Without a doubt, there are a lot of merchants all over your territory, wherever it is, who sell gasolene, but don't forget The Plumber. He uses it in his business all of the time. The plumber's furnace or torch holds from one to two gallons of gasolene. Now when "Mr. Plumber" wants to send one of his men out on a job, and he has to measure out the gasolene and charge it up against that job. "Mr. Plumber" also knows that he can't keep gasolene in a wooden barrel and get over thirty to forty gallons out of a fifty-gallon barrel. He also knows what a job it is to get the gasolene out of the old barrel, to say nothing of the danger of keeping it in such a slip shod manner.

I once sold a plumber a 5-barrel 12-gauge Cut 46, who used a lot of gasolene, and who told me he hadn't a doubt that prior to buying a Bowser Tank, he was losing at least a hundred gallons a month.

Now, Brother Salesman, if you can show a poor grocer how to save money by selling him a tank for handling kerosene which practically does not evaporate, how much stronger you can make the argument on the gasolene proposition. TRY IT.

Grocers in lots of places sell gasolene. Druggists in some towns handle it. As they are open every day in the week, and until late at night, it would be a good thing for them to handle it in certain places. Hotels also are beginning to see the advantage of having a sign out, "GASOLENE FOR SALE." All of these and many more are, or will be, in the market for a gasolene tank of some description.

Now we are up to the last, but not the least, the Private Owner, i. e. the man who owns an automobile. This is a different proposition, and remember, about the only chance you will get at this man is "ONE," and you have got to land him NOW or perhaps NEVER. I don't mean that it is impossible to call on this man again, but the chances are, he will try to get rid of you by saying: "All right, Mr. Salesman, I will think it over and write you," or "I will let you know in a day or so." I have already too many of such reports filed away, and I say boys, they don't pay a cent commission.

Now we will suppose, the house sends you a return postal from, we will say, Mr. Brown (to make it easy), and on the card he says he is interested in a 2-barrel, Cut 48. Well now, right here, don't sell him a Cut 48. It is a disgrace to ruin an order with one, and it is no credit to you or of profit either. Only in extreme cases, and as a last resort should you condescend to sell him one.

You call on Mr. Brown, and hand him your card, saying, you were out that way, and that the house had sent you word that he desired some information on gasolene storage tank. "Yes," Mr. Brown says, "How much do they cost?" "What car do you drive, Mr. Brown?" "Oh, I have just bought a P. X. D. C." "Yes, that is a very nice car." "A friend of mine bought one last year who says he had great results from it."

"How much do you ride, Mr. Brown?" "Well, I should say in a season, I would ride from fifty to one hundred miles a day in fine weather." "And your car will carry how many, Mr. Brown?" "Four, and I can take six." "Well now, Mr. Brown, how much trouble or inconvenience is it for you to get gasolene?" "Well," says Mr. Brown, "I have it sent by the barrel from town and then have to haul it out to my place, but what has this got to do with the price of a tank?" says Mr. Brown. "It is just this, Mr. Brown, I couldn't give you the price of a tank until I had the information that you have given me; first, I know now you drive a large car, and that you drive it about ten miles to the gallon, and that you will use from five to ten gallons a day; second, that you have to go to some annoyance to get your gasolene." (By this time, after you have given Mr. Brown this cross-examination, he sees that you know your business, and you have gained his confidence. *This is the most important thing of all, to get his confidence, and after that, the rest is easy.*)

"You need at the least, Mr. Brown, a five-barrel tank; where are you going to put your tank, Mr. Brown?" "Well I don't know," says Mr. Brown, "where is a good place for it." (Now here is where you shine again.) "Have you a large place, Mr. Brown, I mean by that, have you plenty of room outside of your garage?" "Oh yes," says Mr. Brown, "I have about forty acres." "Very good, Mr. Brown, now in most localities, if you will bury your tank thirty

feet from your garage, and place the pump inside of the garage, it will not affect your rate of insurance." (Right here, don't say too much about insurance, as it might delay the order waiting for him to see his broker, etc., but you can tell him the fact of his having an automobile in his building will increase his insurance a little, but that the addition of a Bowser gallon pump will not raise it any more. These conditions you had better find out in your different localities as they are not the same in all parts of the country, and this information, any local insurance agent will be glad to give you.)

"What will this five-barrel cost?" says Mr. Brown. "A five-barrel Cut 41, will cost you $160.00, everything complete except the 1½-inch pipe from tank to pump. The pipe, Mr. Brown, you can get from your local plumber." "Whew!" says Mr. Brown, "$160.00, I guess, I don't need a tank, it costs too much." Now, Mr. Brown, you are a business man, and I think I can prove to you, and you do your own figuring, that it will pay you a handsome profit on the investment. You think you will drive this year, you say, about ten thousand miles?" "Yes," says Mr. Brown. "Now you pay for your gasolene at the public garage how much?" "Twenty-five cents," says Mr. Brown. "And you can buy it by the barrel for how much?" "Oh about sixteen cents, I think," says Mr. Brown. "Very well then, you will ride ten thousand miles, using a gallon every ten miles. According to that, you will use one thousand gallons in the year, and at a saving of nine cents per gallon, it will net $90.00 profit by filling your tank four times. Rather nice income for an investment of $160.00, don't you think so, Mr. Brown, not to say anything about the convenience of having gasolene on hand at all times."

If this argument don't get him, he isn't a business man, and you will have to resort to some other argument or show him a Cut 47, or a Cut 45, but never a Cut 48. This Cut 48 outfit should never have been put in a high grade catalog. Of course, if a man only had a small run-about, you would at once know he did not need a high priced outfit. You have got to use judgment the same as you use it in selling kerosene tanks.

This rule, gentlemen, is not infallible, and it is an impossibility to tell anyone how to sell goods. You have got to meet the conditions in your several localities as you find them, and I will again repeat, that if I have given any of the Bowser boys the least hint of how to sell a gasolene outfit, I will feel amply repaid for my first effort in trying to write an article on this subject.

In closing, I would like to say this: All of the boys ought to feel that The Boomer belongs to us, and it is for us, and if we would all do a little, just send in a word once in awhile, I am sure we would all be glad to read it, and we would become better acquainted with each other. Brother Cornell up in the wheat fields of the Northwest ought to be heard from.

Yours very truly,

W. H. Ladd.

Selling Points.

When customers want to purchase a Cut 41 or 42 without our tank.

"We would be very glad indeed if you could save yourself any money by utilizing a tank made in your vicinity, but from our twenty-two years' experience, we are sure that this would not be practicable, nor would it be cheap for you in the long run. The reason for this is obvious. We fully guarantee our outfits, tank and pump and all connections complete, ready for installation. This guarantee we make for a period of three years, which is an unusually long manufacturers' guarantee. You will readily see therefore, that if we furnished a pump only, we could not consistently guarantee the proper working of the complete outfit when we have only furnished a part of the equipment. While your tank as you might construct it, may no doubt be all right in itself, yet in order to give complete satisfaction, it must be adapted for use in connection with our pump. In the past in a number of instances, we have furnished the pump only, but the outcome was very unsatisfactory indeed, resulting in our being called upon to furnish the pump and tank complete. This in the end, costs the purchaser far more money than if he purchased the pump and tank complete from us in the first place.

This experience has led us to the necessity of declining to sell our pumps alone, except to users who wish to connect an extra pump to one of our tanks, as we could not afford to have any part of our outfits used in connection with installations which do not prove satisfactory. It would not be good business for us to do so.

* * *

Price and Values—It would appear from your position that you have temporarily lost sight of the fundamental principles of production when you call our prices high. Price universally is based on value; what the article will accomplish; what returns on the investment it will bring; what value it actually passes for on the market as a new or second-hand article, etc. For instance, it costs the Government no more to mint a $10.00 gold piece than to mint a silver half-dollar, yet you can hardly expect the former in exchange for the latter. The ten-dollar gold piece has purchasing power or value twenty times as great as the silver half-dollar. Just so with our outfits. A Bowser we sell for $75.00, $100.00 or $150.00 is worth many times more than the ordinary method, which will do for the owner very little compared with what our outfits will do, because there entered into the construction and perfection of our equipments, years of labor and money in experimental work to bring our outfits up to the present high state of perfection, to meet the demands of merchants themselves. The VALUE is there just as it is in the ten dollar gold piece.

The Annual Bowser Picnic.

Following his usual custom, Mr. Bowser has made arrangements to hold the Annual Excursion and Picnic at Winona Lake. The day selected is August 9th, 1907, and plans are being carefully worked out for an enjoyable time.

Mr. Bowser has arranged for a special train of fifteen cars, and at least one thousand of the employes and their families will attend the picnic. This annual excursion is always one of the banner events of the year, and the officials and employes are looking forward to a day at Winona with pleasant anticipation. Everything is being done to have the employes realize their expectations in this regard. Plans have been made for a ball game between the Bowser Team and one of the best amateur teams in Indiana.

Beautiful Winona, situated on one of the prettiest little inland lakes in Indiana, will afford a pleasant day's rest and recreation. It affords boating and fishing to those so inclined.

Bowser & Company, following their usual custom of looking after the interest of their employes, have selected August 9th, which falls on Friday, and in addition to bearing the expenses of the excursion, they have planned to pay full time on Friday, the day of the picnic, and on Saturday, thus giving the employes a three days' vacation.

* * *

Another Argument.

When a customer hesitates, or wishes to provide Bowser Tanks for only a portion of oil handled.

"Business is a Race." Business cripples cannot hope to win out. With your up-to-date and well-arranged store you have one good foot for the race, and with your ordinary method of handling some or all of your oils you have one bad foot. You are in business to make as much money as possible. Can you hope to win as much profit in this race with one lame business foot as with two good ones? Or supposing you had a leaky roof, would you tell your carpenter to fix all the leaks or only part of them? We are quite sure you would want all the leaks mended. Just so with your business. You have part of your business on a good basis, why not stop all the leaks in all departments?

* * *

The place where you get business is in the presence of your P. P's. Spend every minute of your time with them.

Agents' School.

Summer Session Begins August 5, 1907.

On the first of the year we started an Agents' Training School for the new salesmen. From time to time some of the older salesmen dropped in and they stated they had received so much beenfit from the course that we have decided to have a special summer session of the school for those of the salesmen who wish to post themselves further regarding the business. The course is replete with strong selling points, arguments, etc., and we feel sure that any salesman who attends, will find it money and time well spent.

The school will open on Monday morning, August 5th, and will continue until Thursday, August 8th, inclusive. The salesmen attending will thus have an opportunity to go to the Annual Bowser Picnic.

Knowledge is Power, and the more one knows about his business, the greater will be his success. Success means more orders; more orders mean more commissions.

As this school convenes at the end of the vacation period, it will afford many of the salesmen an opportunity to stop off at the factory on the way to their territories. Several of the older salesmen have signified their intention to come, and the week spent at the factory will be both pleasant and profitable. Many of the salesmen endeavor to visit the factory during their summer vacation, and we urge that they shape their plans so that they can be at the factory at this time.

We shall be glad to hear from any who contemplate attending the school. We will gladly furnish any information desired, and we hope that a great many of the salesmen will take this opportunity of equipping themselves more fully for the tank business. The course will be found interesting, and as the picnic is to be held the same week, it will give the salesmen an opportunity to spend a day at Winona Lake, one of the prettiest little lakes in Indiana.

Shape your plans to come, for it will be time and money well spent.

* * *

GRIT.

"What makes the troubles of every day,
Break like bubbles and fade away?
Grit.

What means victory from defeat?
What never knows when it is beat?
Grit.

What have men honored since time began?
What makes a man want to be a man?
Grit.

Brother take heart when ill winds blow,
Work on, hope on, be a man and show
Your Grit."

* * *

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, JULY 5, 1907. NO. 13

"A real salesman is one part talk and nine parts judgment, and he uses the nine parts judgment to tell when to use the one part talk."

Record for June

CLASS AA

- Meegan, F W
- Stewart, M H
- Davis, F F
- Cornell, A B
- Purdy, H T
- Rodman, J G
- Ladd, W H
- Saunders, C E

CLASS A

- Dietch, J N
- Rosconi, N
- Cragg, Thos.
- Taylor, S F
- Osteyee, V E
- Romer, Geo.
- Hayes, E P
- Duncan, R L
- Heintze, Max
- Jenkinson, W E

CLASS B

- Laverty, A
- King, F M
- Merickel, J W
- Mathers, T D
- Fitzpatrick, W J
- Inslee, W D
- Bigelow, G W
- Storer, H W M
- Kamp, L D
- Hessenmuller, K F
- Traxler, D C
- Moffatt, A E
- Gumpper, J D
- Quarles, G R
- Robertson, Wm.

CLASS C

- Stata, A T
- Wyckoff, A D
- Kelly, C H
- O'Meara, J B
- Hanks, F L
- Rice, C E
- Olds, F H
- Cashman, P F
- McClure, Rosser
- White, J C
- Smith, Lewis
- Gilmore, J A
- McIntosh R E
- Cornell, Geo.
- Seymour, D J
- Ladd, J S
- Holmes, J L
- Sill G A
- Ratliff, A G

CLASS D

- Knoche, F A
- Medsker, J H
- Tyner, S C
- Pask G W
- Law, C P
- Ward, D
- Hale, J E
- Wilt, R N
- Connolly, J F
- Shields, D H
- Swain, J S
- Preston, H J
- Hyde, C S
- Smith, W C
- Eichelberger, W F
- Stoddard, S D
- Kerlin, W L

Murphy, E J
Comparet, C M
☼ Evans, C D
Eggleston, C R
Grantham, A C
✣ Johnson, R S
Homsher, F B
Cox, O L
Homsher, J E
Hance, G R
Williamson, G H
↞ Mason, H W
Leaper, F B
Smith, C V

CLASS E

Fitch, O B
= Merritt, H E
Freeman, C M
Walker, E P
↞ McCracken, J O
= Johnston, W M
Jordan, S L
Charron, G W
Stacy, Ed
↞ O'Neil, J R
Denton, E M
↞ Gardner, F J
✣ Leslie, F W
Misensal, I W
Englebert, E A
Martin, A A
Jordan, M S
✣ Snow, J S
Bradfield, W
Alsdorf, F M
Smith, R C
Cray, T H
Crowley, E J
Heusner, G L
Hetrick, C S
Ritter, C E
= Smaltz, F M
= Johnson, Jule
Sheehan, J S
Porter, G M
Caskey, E M
Lindsley, H
✣ Davidson, F H
Gledhill, Walter
= Bachers, H B
Abel, J C
Mumford, W
Chase, D W
= Swartz, Levi
Heaton, A E
↞ Lotz, P L
Lynham, W B
Pomeroy, C M
↞ Harper, JR
Beagle, E H
✣ Culbertson, H R
McCardel, H B
Hafner, G W
McGibeny, V
Riverin, S O
‡ Klotz, E F
Backus, F C
Hale, E B
↞ Pierce, A H
Connoly, J J
Griffin, H C
Bryld, Edw.
Sitton, J M
Homer, H
McIntosh, C A
↞ Sterling, C B
Hunt, C H
‡ Eldridge, N S
Naylor, A F
Purdy, J B
✣ Buckmaster, J D
Robertson, W Y

NOTE:—

☼ Indicates Quota Secured.

↞ Indicates new salesman commencing during month.

‡ Indicates out of territory.

= Indicates out of territory part of month.

✣ Indicates Sickness.

SPECIAL WORK

Hoffritz, C W
Bowen, Geo.

Don't Forget the Summer Session of the Salesmen's School Opens Monday Morning, August 5th.

As a business proposition it will pay you to attend this session.

It will also afford you an opportunity to visit the factory at a season of the year you can best afford to leave your territory.

A few of the points to be discussed:

The Approach
Demonstration
Closing Arguments
The Exchange Proposition
Heavy Oil Outfits, etc.
Selling Points
Price Too High
Etc., etc.

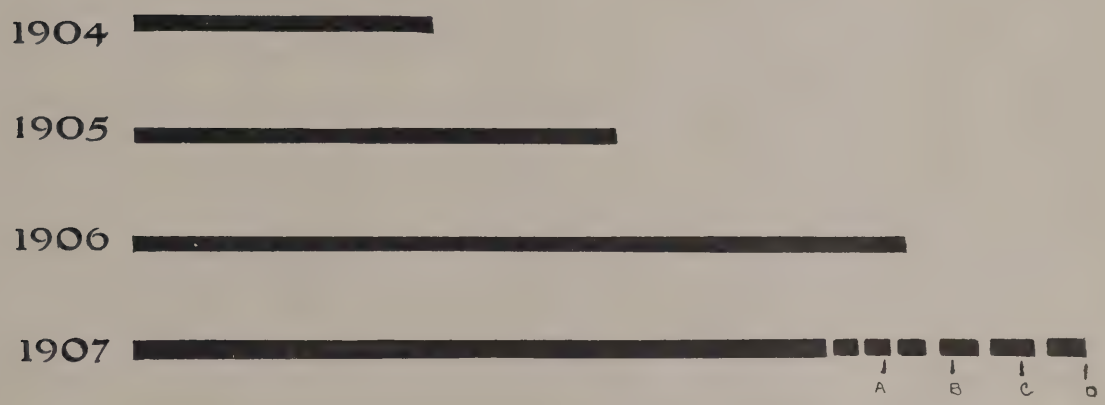
More Knowledge means more Sales,
More Sales mean more Commission.

Let us know if YOU will be with us.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, SEPTEMBER 5, 1907. NO. 14

The 1907 Quota



The above illustrates the proportionate increase in shipments of Bowser tanks for the past four years. The solid black line for 1907 shows shipments to and including August 31st. The dotted portion of the 1907 line shows how much longer that line must be by December 31st to make quota. It must grow nearly ⅜" per month. October 1st must see it at "A," November 1st at "B," December 1st at "C" and December 31st at "D."

The coming four months should be the best for business of all the year. Oil sales will increase, harvests will be in and as good crops are reported the retailer will have money. Bowser business is biggest in the fall. It has always been so. Let's make this fall the biggest ever. Do it by hard, consistent, persistent effort, not one day a week, but every day, and remember the more orders for the house the greater prosperity for the salesman.

The Boomer extends its best wishes that the coming season will be one of exceptional prosperity to every one of you.

COMPARATIVE RECORD FOR JULY AND AUGUST

JULY, 1907

CLASS AA

Johnson, R. S.
Ladd, W. H.
Caskey, E. M.
Knoche, F. A.
Robertson, W. R.
Sill, G. A.
Smith, Lewis
Hoffritz, C. W.

CLASS A

‡ Stewart, M. H.
Mason, H. W.
Dietch, J. N.
Jenkinson, W. E.
Abel, J. C.
Swain, J. H.

CLASS B

Murphy, E. J.
Heintz, Max
‡ Duncan, R L.
Jordan, M. S.
‡ Purdy, H. T.
Osteyee, V. E.
Inslee, W. D.

CLASS C

Quarles, Geo. R.
McCracken, J. O.
Robertson, W. Y.
Taylor, S. F
Medsker, J. H.
Englebert, E. A.
Bachers, H. P.
Hessenmueller, K. F.
‡ Heusner, H L.
‡ McClure. Rosser
Preston, H. J.
Saunders, C. E.
‡ Ward, D.
Walker, E. P.
Stata. A T.
‡ Homsher, F. B.
Bigelow, G. W.
Romer, Geo.
Olds, F. H.

CLASS D

Hale, J. E.
Gumpper, J. D.
‡ Cornell, A. B.
Alsdorf, F. M.
Seymour, D. J.
Crowley, E. J.
O'Meara, J. B.
‡ Cragg, Thos.
* O'Neil, J. P.
Kunze, Jno.
* White, J. C.
‡ Naylor, A. F.
Kerlin, W. L.
McIntosh, A.
Johnson, Jule
‡ Misensal, I.
Mathers, T. D.
‡ Hayes, Ed.
Cashman, P. F.
Hunt, C. H.
Storer, H. W. M.
‡ Ladd, J. S.
Smaltz, F. M.
Fitzpatrick, W. J.
Meegan, F. W.
Fitch, O. B.
Cox, O. L.
McCardel, H. B.
Connolly, J. F.
§ Eichelberger, W. F.
Law, C. P.

CLASS E

‡ Shields, D. H.
Laverty, A.
Gilmore, J. A.
‡ Hance, Geo. R.
Smith, C. V.
‡ Merickel, J. W.
Stacy. Ed.
Wilt, R. N.
‡ King, F. M.
Sitton, J. M.
* Pierce. A. H.
Hyde, C. S.
Lynham, W. B.
Porter, G. M.
Denton, E. M.
* Gardner, F. J.
* Harper, J. R.
Comparet, C. M.
Homer, Henry
‡ Rodman, J. G.
Sheehan, Jno. S.
Moffatt, A. E.
Mumford, W.
Gledhill, Walter
Davidson, F. H.
‡ Pask, G. W.
Wyckoff, A. D.
Chase, D W.
McIntosh, R. E.
Tyner. S. C.
Riverin, S. O.
Charron, G. H.
Culbertson, H. R.
‡ Cornell, Geo.
* McCurdy, G. A
Bradfield, W.
* Keller. J. F.
Keaney, H. G.
Smith, R. C.
‡ Busch, A. W.
‡ Johnston, Wm.
Bryld, Ed
Gooch, A. N.
Pomeroy, C. H.
‡ Ratliff, A. G.
Smith, W. C.
Lindsley, H.
Grantham, A. C.
Hanks, F. L.
Eggleston, C. R.
Swartz, Levi
Davis, F. F
‡ Leaper, F. B.
‡ Beagle, E H.
Freeman, C. M.
‡ Bachus, F. C.
‡ Kamp, L. D.
McGibney, Vict.
Snow, S
§ Rice, C. E.
Hetrick, C. S.
‡ Traxler, D. C.
Sterling, C. B.
‡ Jordan, S. L.
Hafner, G. W.
‡ Homsher, J. E.
Connolly, J. J.
Evans, C. D.
§ Leslie, F. W.
‡ Merritt, H. E.
‡ Heaton, A. C.
Cray, T. H.
‡ Martin, A. A.
Hale, E. B.
Ritter, C. E.
Bofinger, W. H.
‡ Eldredge, N. S.
Holmes, J. L.

SPECIAL WORK

Geo. E. Bowen

CLASS AA

W. E. Jenkinson
F. W. Meegan
F. A. Knoche
A. T. Stata
J. M. Sitton
I. W. Missensal

CLASS A

‡ E. M. Caskey
V. E. Osteyee
‡ K. F. Hessenmueller
H. W. M. Storer
C. E. Saunders
Max Heintz
W. R. Robertson
‡ E. A. Englebert
‡ A. G. Ratliff

CLASS B

J. D. Gumpper
A. N. Gooch
F. H. Olds
J. N. Dietch
D. Ward
J. E. Hale
‡ H. W. Mason
J. W. Merickel
E. J. Murphy
J. L. Holmes
J. H. Swain
A. D. Wychoff
W. Bradfield
J. P. O'Neil
‡ D. H. Shields

CLASS C

R. L. Duncan
J. B. O'Meara
W. D. Inslee
W. C. Smith
T. D. Mathers
Lewis Smith
F. M. Smaltz
D. W. Chase
R. E. McIntosh
‡ A. B. Cornell

CLASS D

L. D. Kamp
Jno. F. Keller
S. F. Taylor
‡ Geo. R. Pask
‡ Levi Swartz
‡ G. A. Sill
J. T. Stace
J. F. Connolly
‡ C. P. Law
W. J. Fitzpatrick
G. W. Bigelow
C. V. Smith
S. D. Stoddard

AUGUST, 1907

* W. I. McCall
Jule Johnson
Nap. Rosconi
D. J. Seymour
E. J. Crowley
J. O. McCracken
Ceo. Romer
R. N. Wilt
‡ O. L. Cox
H. P. Bachers.
W. H. Ladd
Geo. R. Quarles

CLASS E

G. A. McCurdy
J. W. Sheehan
§ J. Kunze
§ J. H. Medsker
F. F. Davis
W. Y Robertson
C. R Eggleston
§ W. F. Eichelberger
* J. T. Smith
A. H. Pierce
F. H. Davidson
W. Gledhill
‡ H. T. Purdy
H. T. Preston
‡ E. E. Christopher
‡ C. H. Kelly
H. R. Culbertson
E. M. Denton
‡ P. F. Cashman
A. F. Naylor
‡ Geo. E. Bowen
‡ Geo. L. Cornell
‡ R. C. Smith
H. Lindsley
H. G. Charron
‡ Edw. Stacy
‡ E. P. Walker
‡ W. L. Kerlin
‡ A. Laverty
* W. H. Straughn
‡ Thos. Cragg
‡ C. S. Hyde
‡ H. E. Merritt
‡ F. M. King
E. P. Hays
‡ R. M. McClure
C. H. Hunt
C. M. Pomeroy
§ S. L. Jordan
§ F. J. Gardner
§ E. R. Bird
§ J C. White
§ F. B. Homsher
S. C. Tyner
§ W. B. Lynham
J. R. Harper
Edw. Bryld
J. S. Snow
W. Mumford
§ J. E. Homsher
‡ O. B. Fitch
F. W. Leslie
M. S. Jordan
* F. Laughrey
‡ S. O. Riverin
* R. B. Lipes
J. A. Gilmore
G. M. Porter
‡ A. A. Martin
‡ F. L. Hanks
‡ G. L. Heusner
* J. W. Anderson
G. W. Hafner
‡ C. M. Comparet
F C. Bachus
‡ J. C. Abel
‡ D. C. Traxler
‡ A. E. Moffatt
J. S. Ladd
F. B. Leaper
‡ J. J. Connolly
* W. B. Pratt
A. C. Grantham
C. E. Ritter
F. M. Alsdorf
* C. E. Gehman
‡ J. G. Rodman
C. D. Evans
‡ G. R. Hance
‡ E. H. Beagle
H. Homer
A. C. Heaton
† W. S. Eldredge
C M. Freeman
C. S. Hetrick
* R. E. Finney
W. M. Johnston
H. B. McCardel
J. D. Buckmaster
* J. E. Pennington
* A. W. Annis
W. H. Bofinger
Thos. Cray
A. E. Hastings
‡ C. W. Hoffritz
† R. S. Johnston
H. G. Kearney
‡ E. F. Klotz
* J. R. Menish
* J. P. Mooney
V. McGibney
A. McIntosh
* G. W. Owens
§ J B. Purdy
C. B. Sterling
† M. H. Stewart
* A. J. Stickel
* J. L. Walker
E. W. Wilkinson

* New salesmen who commenced during month.
† Out of territory.
‡ Out of thrritory part of month.
§ Sickness.

PROSPERITY SMILES ON FARMERS

Reports from all Sections of the United States and Canada Promise Abundant Crops and Prevailing Good Prices for all Farm Products.

With Extracts form Hardware Dealers Magazine.

The late spring with its accompanying chilly blasts, which lingered until the beginning of summer, furnished many prophets with dark visions for the future, and the story of the complete failure of all the important crops was handed about as an established fact.

Short crops meant hard times, and without doubt, more than one Bowser man has listened with considerable apprehension to these unfavorable reports. It meant curtailing expenses, for the country dealer wasn't going to buy oil tanks if his customers were going to be hard up.

Just how far these false prophets failed has only recently come to light in the cheerful reports from practically every section of the United States.

Stories of the prosperity near at hand for the American farmer, a prosperity practically sure to be reflected to all classes of citizens, came from the editors of various farm weeklies and periodicals devoted to crop conditions.

This information has been secured from such editors of farm papers as are known to observe accurately the crop conditions in their locality, and the result shows that not only will yields be normal in practically every section of the United States, but in many states the production will be far above normal.

Knowing that the prosperity of the country is very largely dependent upon results of the harvest, and that manufacturers and large advertisers in every line were anxiously awaiting definite reassurance from the agricultural districts, the publishers of this magazine determined to investigate thoroughly the stories of the dismal prospects and in a manner that would leave no opportunity for doubt. They appealed to the editors of the farmers' papers as the men closest in touch with the pulse of the farming world and with their ears trained to catch the expert opinions of the farmers. Letters were sent to editors of papers in almost all the states of the union, and replies from every one, many of them by wire, were received.

The letters asked particularly after the wheat crop, the oats crop, and the hay crop, and not only did they learn what they wished to know regarding them, but were told of the situation in the cotton and rice field of the south, the tobacco fields of Kentucky, Virginia and the Carolinas, of the corn crop in every section, and of potatoes, rye, sugar beets, fruit, live stock, barley and flax.

We have not the room for the full report, which is made out by states, but a synopsis is given herewith summarizing the state reports by sections.

New England States.—All crops were late getting into the ground, but with the possible exception of sweet corn everything will be up to the average. There will be full crops of fruit and potatoes.

Canada reports received are of a cheerful nature.

Middle Atlantic States.—Bigger hay crop than in years previous. An encouraging report from dairy interests, an average wheat crop, and a normal corn crop; oats heading well. Potatoes about the average. Pasture never better.

Central States.—Crops will far exceed early expectations, averaging up well with former years. In some sections the yield is even better than ever, though the fruit crop is below normal.

Southern States, East.—Cotton crop average; rice in splendid shape, corn and vegetables late, due to cold weather, but prospects good. The tobacco crop off in quality and quantity.

Southern States, West.—Outlook highly encouraging, bumper crops of cotton and corn. Range conditions good, and small crops, peanuts, sweet potatoes, rice, peaches and alfalfa, in excellent shape.

Far Northwestern States.—The outlook for grain, hay, fruit and potatoes is reported better than ever. The hops crop, however, will be a small one.

Western States.—The wheat crop spells prosperity. Corn almost equal to last year. Oats crop good; in some sections best in years. Ranges reported in excellent shape. The farmers are as happy as they've been in a decade.

The above will be good news for Bowser salesmen. It's based on authority, and can be relied upon as true. You can make it sell tanks for you.

GOOD NEWS FOR MR. POLHAMUS.

General Manager A. Z. Polhamus is fast recovering his strength and expects soon to have regained all his old time vigor. He spent several days during August at Fort Wayne, but is now at Bay View, Michigan.

MR. HATMAKER RESIGNS.

Late in July Mr. C. F. Hatmaker, for the past year Assistant Sales Manager, handed in his resignation to take effect August 15th, as he had accepted a similar position with the National Cash Register Company, Dayton, Ohio.

Mr. Hatmaker takes with him into this new field the best wishes of all his associates, both in the office and on the road. The four years during which he was employed by Bowser & Co. were filled with hard, conscientious, fruitful work, and we will all watch his career in Dayton with considerable interest.

Before leaving Mr. Hatmaker was presented with a gold watch chain and a Masonic charm as evidence of the good will of his associates.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.

H. B. HARPER, - - - - - - - - EDITOR.

On the Fifth and Twentieth of Each Month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

We want to make this paper your paper. Send in a story of some hard sale, some selling argument you are using or any good clipping you run across. Criticise us when you think we need it, suggest improvements and ask for assistance. We are at your service.

H. B. HARPER, Editor.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

In cold weather I use an "expansion of oil" argument with good results. Oil contracts when cold, expands when warm. Now then, if oil is bought from the tank wagon cold and kept outside the building, or in a cold back room, as is necessary with the ordinary tank, the volume remains the same or, as it gets colder the volume decreases. On the other hand, place this oil in a warm room and it expands and you actually have more oil than you bought. There's only one tank that can be safely kept in the store, and that is the Bowser, because, etc., etc. Not only does the Bowser enable you to sell all the oil you buy, but your sales are greater than your purchase, for you buy cold oil (contracted) and sell warm oil (expanded).

A small medicine vial nearly full of kerosene oil will demonstrate this point. Place it near the stove and see how quickly the oil forces itself out.

R. B. LIPES.

"Going Out of Business."

A Bowser increases the value of your plant, can be invoiced at its full cost and makes disposal easier.

J. H. SWAIN.

"Price Too High."

In selling Bowser Systems I have worked upon the principle that it was nothing but a business investment, bringing large returns, and I have forced these points upon the prospective buyer so strongly that he has always been agreeably surprised to find that the price was less than he expected it to be. I have found this the easiest way to answer the question, "What discount do you make?" and am practically to the point where I might say that it is now a rare question rather than a frequent one.

R. S. JOHNSON.

C. V. Smith says: "When you have carried the prospect along to the point where he is ready to go into the cellar, just to see where he would put his tank, do not fail to take your model and your order book with you because it is a hundred per cent. easier to sell him in the cellar than it is after he has come up."

Geo. R. Hance says he meets the man who greets him with the statement, "I know all about the Bowser," this way:

"Oh, is that so? Where is your Bowser tank?"

Nine times out of ten he says, "Well—er—I haven't got one." And then comes his instant reply: "My friend, if you knew all about the Bowser you would have one, because, etc."

Selling Tanks to Tank Makers.

"I do not question his ability to make a good tank, and I ask him if he thinks it is going to pay him to break away from his regular line to make a single tank. Then I tell him that while we are tank makers and could make our own boilers, we do not do it because, being out of our regular line, we cannot afford to do it.

We buy our boilers from boiler makers because we know that they can make them for less money than we can make the same thing."

J. G. RODMAN.

Profit in Oil.

Along this line Mr. Hyde says he tells a customer that the Bowser Outfit enables a man to make 500 per cent. on his oil investment because in his territory they make twenty per cent. on oil and turn their money twenty-five times a year.

C. S. HYDE.

At the summer school this story was advanced as an incident to prove that delays in waiting on customers lose business:

One of the salesmen went into a grocery store and while there a customer came in for oil and the grocer went back to the oil can to get it. He was gone several minutes and while he was gone three customers came in, one of which looked around and seeing there was nobody to wait on him walked out. The salesman told the proprietor of this and clinched his sale with the remark: "Inasmuch as you don't know who that customer was and I can't tell you, how do you know but that the profits that you have lost on that one customer's business, should he not return, would in itself have paid for the price of a Bowser. You don't know how many customers you are losing in the same way."

A Train Load of Tanks.

The above shipment of tanks was made August 17 to the Glidden Varnish Co., Cleveland, Ohio, and is part of an order for eighty 2,300-gallon tanks. The order was secured by R. S. Johnson in competition with over twenty large tank and boiler manufacturers, and was only secured after we proved by severe tests that we made better oil tanks. The Glidden Varnish Co. is equipped throughout with the Bowser system.

What is a Successful Salesman?

Selling demands a knowledge of possibilities, the courage to ask a fair price and the skill to demonstrate to the buyer that it is the right price.

W. F. Aubuchon, Sales Mgr. Pecham Candy Co., St. Louis.

Be straight forward in every transaction and work hard. Be tactful, be brief, strict to the point.

Geo. H. Harper, Nat'l Enam. & Stamping Co.

"To make a study of my answers.

"To know my profession in every detail from the ground up.

"To mix brains with my efforts and use system and method in my work.

"To find time to do everything needful by never letting time find me doing nothing.

"To hoard days as a miser hoards dollars.

"To make every hour bring me dividends in commissions, increased knowledge, or healthful recreation."

Selected.

"Know your business.

"Have faith in it.

"Be neat.

"Be gentlemanly.

"Be fearless.

"Don't lie.

"Get the buyer's confidence.

"Keep it.

"Don't be a bore."

Howard M. Davis, Sales Mgr. American Sheet and Tin Plate Co., Philadelphia, Pa.

A successful salesman is one who believes in the goods he is selling and believes in and has confidence in the firm he is working for.

Benjamin S. Alder, of B. S. A. & Co.

Proper enthusiasm in one's work is most essential and will doubtless result in one being successful. Lack of enthusiasm and indifference will surely result disastrously to one selecting as his vocation the position of a salesman.

J. H. Van Newkirk, Mgr. Russell & Erwin Mfg. Co. New York City.

"First the man should be a gentleman of pleasing address, not presuming in manner; a good judge of human nature, able at a glance to detect whether the buyer is an affable or austere man, and to govern his actions accordingly.

"Second, he should be thoroughly honest, and practice no deception or fraud. By so being and acting he will gain the confidence of his customers—a condition which is absolutely necessary.

Thomas H. Gassett, of Peck Stow & Wilcox Co., New York City.

Summer School Well Attended

The summer school for salesmen, which was in session the week ending August 12th, was in every way a winner, being pronounced by all attending as well worth the trouble and expense of coming to Fort Wayne. Those who could and did come in for it went away with a greater knowledge of the selling game as applied to Bowser tanks, a knowledge that will result in more sales, bigger sales and better sales.

Two sessions a day were held at 9:15 a. m. and 2:15 p. m., and the penalty for being late was imposed—cigars for the crowd.

Mr. C. F. Hatmaker had charge of the school and led in the general discussion. Approach, demonstration, selling and closing arguments, new outfits and improved construction were brought up at the different sessions and thoroughly reviewed.

On one evening the class was the guest of Mr. Dunkelberg, at Robinson Park, for which occasion a special car was chartered. It is not necessary to say that the park saw a good time that night. A feature of the entertainment was a "shooting match" between two teams composed of Caskey and Hanks, of Chicago, vs. Ratliff and McCall, the Texas Rangers. Chicago won.

During the Intermission.

On Thursday the class went to Winona Lake as the guests of Mr. Bowser, this being the occasion of the annual excursion of the Bowser employes. A full account will be found elsewhere.

The following made up the class:

G. M. Porter, Chicago.
C. E. Ritter, Chicago.
F. L. Hanks, Chicago.
K. F. Hessenmueller, Chicago.
J. G. Rodman, California.
A. G. Ratliff, Oklahoma.
W. J. McCall, Oklahoma.
G. R. Hance, Michigan.
W. H. Stewart, Louisiana.
C. W. Hoffritz, Tennessee.
H. W. Mason, Kansas City.
J. H. Medsker, Michigan.
R. S. Johnson, Ohio.
G. A. Sill, Ohio.
E. M. Caskey, Chicago.
A. E. Moffatt, Toronto.
Levi Swartz, Toronto.
S. O. Reverin, Toronto.
R. McClure, Indiana.
Thos. Cragg, Toronto.
F. B. Homsher, Indiana.
G. L. Heusner, Colorado.
F. M. Alsdorf, Michigan.
C. W. Freeman, Boston.
Geo. E. Bowen, Virginia.
D. C. Traxler, Arkansas.
C. V. Smith, Indiana.
O. B. Fitch, Indiana.

Ratliff and Rodman Watching Hyde's Three Bagger.

The Bowser Excursion

The annual excursion of "Bowsers" to Winona Lake, Ind., was held August 9th, and 1,600 Bowser employes, their families and friends left Fort Wayne via the Pennsylvania Railway at eight a. m., expecting to have a good time. This hope was more than filled for the excursion was the most enjoyable ever held by the company. Twenty-four cars in two sections of twelve cars each were required to carry the crowd.

Arriving at the Lake everyone proceeded to do just as he pleased, the entertainment arranged for being varied enough to suit everybody. A ball game between the Bowser Grays and the Fort Wayne Shields, after an interesting contest, was won by the Grays 6 to 5. This victory made the ninth successive one for our team. (Since this game we have won three more, making twelve straight.)

Then came the event of the day, the ball game between the salesmen and the office force, lining up as follows:

SALESMEN.	OFFICE.
C. E. Porter, Catcher.	C. H. Ott, Catcher.
R. S. Johnson, Pitcher.	J. L. Mattoon, Pitcher.
Ritter, First Base.	T. V. Michaels, First Base.
Hyde, Second.	R. Walker, Second Base.
Walker, Third.	E. D. Eggiman, Third Base.
Rodman, Short Stop.	E. Cruse, Short Stop.
McCall, Right Field.	H. B. Harper, Right Field.
Hoffritz, Center Field.	F. Bartles, Center Field.
Hanks, Left Field.	J. Wagner, Left Field.

The game was replete with sensational plays, notably long hits by Hyde and Hoffritz, Ritter's running to first base, Porter's catching and the all round work of Rodman.

The final result of the game was in doubt until a newspaper report was read, showing that the salesmen's team won by a score of 15 to 10.

Porter All In.

The athletic program attracted a large crowd and resulted in several interesting contests. It was worth going miles to see Hessenmueller and Hanks take third place in the three-legged race, two other teams contesting.

Returning the train left at 7:30, reaching Fort Wayne at 9:30, the crowd tired but happy.

As in former years this excursion was absolutely free through the generosity of Mr. Bowser. It was given on Friday so that the shopmen could lay off Saturday as well, and the payday showed no reduction in the pay check.

ISAIAH JONES
D. H. STONE

CHASE & SANBORN'S
TEAS AND COFFEES

JONES & STONE

Staple and Fancy Groceries

608 COMMERCIAL STREET

EMPORIA, KANSAS, Jan. 26, 1907.

S. F. Bowser & Co., Inc.,

Fort Wayne, Indiana.

Gentlemen:-

The Bowser Oil Tanks have been in use by this concern for the past twenty five years and they have always been very satisfactory. About a year ago we added your new equipment and wish to say that we have found this to be one of the greatest time and labor savers we have ever used in our line of business. We are glad to have the privilege of speaking a good word for the Tanks, and heartily recommend them to any individual or Business Concern interested.

Very truly yours,

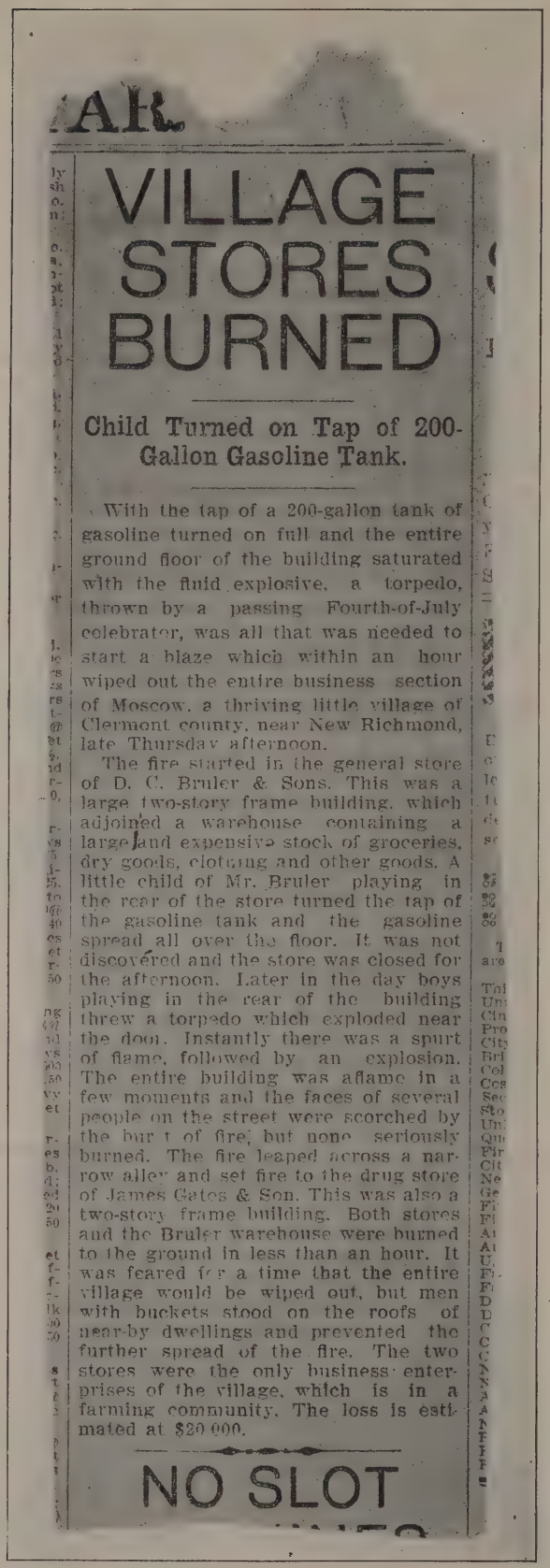
Jones & Stone

Note that the above was one of the first Bowser tank owners, that they were satisfied with the old tank but consider the exchange of tanks to have been a wise move.

W. H. Robertson

A RECORD BREAKER IN CANADA.

Mr. W. R. Robertson started to work in Newfoundland on July 9th and from that date to August 21st sold forty-five orders for a total of over 480 points. Mr. Robertson is to be complimented on this fine record, which is one that will be hard to beat.



VILLAGE STORES BURNED

Child Turned on Tap of 200-Gallon Gasoline Tank.

With the tap of a 200-gallon tank of gasoline turned on full and the entire ground floor of the building saturated with the fluid explosive, a torpedo, thrown by a passing Fourth-of-July celebrator, was all that was needed to start a blaze which within an hour wiped out the entire business section of Moscow, a thriving little village of Clermont county, near New Richmond, late Thursday afternoon.

The fire started in the general store of D. C. Bruler & Sons. This was a large two-story frame building, which adjoined a warehouse containing a large and expensive stock of groceries, dry goods, clothing and other goods. A little child of Mr. Bruler playing in the rear of the store turned the tap of the gasoline tank and the gasoline spread all over the floor. It was not discovered and the store was closed for the afternoon. Later in the day boys playing in the rear of the building threw a torpedo which exploded near the door. Instantly there was a spurt of flame, followed by an explosion. The entire building was aflame in a few moments and the faces of several people on the street were scorched by the burst of fire, but none seriously burned. The fire leaped across a narrow alley and set fire to the drug store of James Gates & Son. This was also a two-story frame building. Both stores and the Bruler warehouse were burned to the ground in less than an hour. It was feared for a time that the entire village would be wiped out, but men with buckets stood on the roofs of near-by dwellings and prevented the further spread of the fire. The two stores were the only business enterprises of the village, which is in a farming community. The loss is estimated at $20,000.

NO SLOT

In selling gasolene tanks you run across prospects who tell you in all good faith that their tank is all right—he is careful, never had a fire yet, guesses he will get along all right. Likes your tank and would buy if he needed it.

That's the kind of a merchant told about in this newspaper item. He could have supplied the whole town with Bowser tanks for less than the fire cost.

We are confident that every month Bowser Tanks save in fire losses more than we receive for the entire

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, SEPTEMBER 20, 1907. NO. 15

SURE TO MAKE A WINNER.

Ever go to a County Fair? Then you've seen the "strength test," you've seen the young fellow confidently advance, pay the "barker" his five cents for three trials and with a smile that seemed to say "Watch me, I'm the candy at this game," wield the heavy hammer aloft and down on the lever. But no resulting ring announced the record-breaker and a second trial was but little better. Then comes No. 3—into it goes every ounce of strength from back, shoulder and arms and "clang" goes the gong.

That's like a lot of salesmen starting out confident of success, but their best effort is not expended. They don't use the full strength of the calling list, the model, the talking points of their goods. Not until they settle down to "hard, consistent, persistent effort," backed by thorough knowledge and careful attention to detail do they make the record, hitting old quota hard and heavy.

Are your strokes backed with your best efforts? If not, study to learn where you're weak.

THE NEW PRICES.

By this time all the salesmen have received general letter No. 175, containing the advance information of the new prices on our outfits. This letter has been followed up with the new price sheets which confirmed the prices given in the general letter No. 175, and gave the prices on the balance of the line.

In the letter new prices were given on one barrel outfits, cuts Nos. 1, 19, 9 and 15, but with the exception of Cut No. 42, Long Distance Outfit the outfits shown in catalog No. 1 will not be listed in the one barrel size, but will start at the two barrel size. This change is shown in the new price list, the prices starting with the two barrel.

In the future, Paint Oil Tanks, Cuts Nos. 9 and 15, will be made only in standard gallon No. 1 outfits with Type B tanks, cutting out Type A tanks, No. 2 outfits and half gallon pumps. To the Paint oil trade a discount will be allowed for a battery of tanks as follows:

Three outfits or over, 5 per cent.
Five outfits or over, 7½ per cent.
Ten outfits or over, 10 per cent.

No changes are made in the Gasolene tanks, Catalog No. 2, outside of the advance in price, except that the manufacture of Cut No. 148 is discontinued.

In Shop Oil Tanks, illustrated in catalog No. 3, the following changes will be noted:

Cut No. 63 tank, made only of 14 gauge steel.

Cut No. 62, made only with malleable iron fittings or solid brass fittings, cutting out the tanks finished with cast iron and sheet brass fitting.

The Cut No. 67 outfit will only be made with solid brass fittings, cutting out the tanks with malleable iron fittings and tanks with finished cast and sheet iron fittings.

The manufacture of Cuts Nos. 60, 61, 65 and 66 is discontinued.

Cuts Nos. 70 and 72 will be made in capacities of twenty gallons and twenty-five gallons as well as the five and ten gallon sizes.

THE NEW PRICE SHEETS.

Just a word of explanation in regard to the new Loose Leaf Price Sheets mailed to you the other day. These price sheets are a combination of net prices and telegraphic code and are gotten out as a complete record of selling prices on Bowser Tanks in your territory and to save you and the company telegraphic expense.

Each cut number is given a separate sheet for each type of tank with which any outfit is regularly furnished, i. e., Type A, Type B 12 gauge, Type B 14 gauge, etc.

Each sheet shows whether outfit is made in only one style as for instance, Cut No. 121, Wheel Tank, or in several styles such as Cut No. 1, which is made in No. 1 and No. 2, gallon and half gallon black enamel, or nickel plated. Do not sell anything not listed on the price sheets covering that cut number, that is, do not sell Cut No. 9 Type A tanks or Cut No. 15 with half gallon pump.

A white sheet means a Type A Tank; a Golden Rod sheet Type B 14 gauge; Pink, Type B 12 gauge; Salmon color, Type C 14 gauge; Green, Type C 12 gauge, except in a few special cases.

The price sheets are arranged in consecutive order according to cut number. As fast as new sheets are added or present ones superseded by new sheets, they are to be inserted in the order of cut number. The sheet number in the right hand corner is for reference and not for consecutive arrangement.

A record is kept of each price book sent out. It must not pass out of your possession. With each price book and as will be the case with each successive issue of price sheets, a receipt card was enclosed. Sign and return this at once.

When new sheets are sent out, if they supersede other sheets, remove old sheets and return with the receipt card.

TELEGRAPHIC CODE.

The telegraphic code is to be used by you and will be used by us in sending all messages. So be sure to have your price book with you, else telegrams will be ineligible to you. This code is to be used wherever it is possible to use it and so cut down the number of words.

With a little study you will soon learn how to send a message of a score of more words actually using less than ten.

For instance, in wiring in an order "Ship by express prepaid soon as possible to Jones & Co., Marion Ohio, ten barrel Cut One Cellar Outfit, Type B Tank, 12 gauge Gallon, number one. Will send formal order by mail," write "Chiton Jones & Co., Marion, Ohio, Cold Channel." Signed.

When you receive a telegram in code, you can easily translate the message as the code words are arranged alphabetically.

THE EXPLOSIVE POWER OF GASOLENE.

One gallon of gasolene will make approximately 1,215 cubic feet of explosive mixture in the proper proportions of air and gasolene vapor.—*Motor Age.*

A 13,000 Gallon Bowser Tank

A 13,000 Gallon Bowser Tank for Kerosene, sold by E. M. Caskey to the Barrett Mfg. Co., Peoria, Ill., and is a part of a large order. Another demonstration of the fact that manufacturers who are in a position to know recognize the superiority of Bowser Tanks for oil storage.

OFFICE PERSONALS.

The following changes were announced this week to take effect at once.

Mr. W. G. Zahrt, Supt. of Salesmen, made office manager

Mr. C. A. Carrel, Ass't Supt. of Salesmen, to be Office Manager at Toronto, succeeding Mr. Barnett, resigned, who has taken up the general line in West Virginia.

Mr. F. C. Wonall appointed Editor of Boomer and Instructor of Salesmen.

The Sales Department is separated into three divisions in charge of G. H. Williamson, Mgr. Western Sales; R. G. Schulze, Manager Eastern Sales; H. B. Harper, Manager Factory Sales.

THE ADVANTAGES OF THE EXCHANGE—HOW THE NEW STYLE TANK DIFFERS FROM THE OLD.

In making an exchange the following points of difference between the old style and the present style of pump are worth while remembering.

—NEW.—	—OLD.—
Weight—80 pounds.	25 pounds.
Measure—Gallon.	One-half gallon.
Computer.	None.
Discharge Register.	None (or poor one).
Valves—Double brass.	Ball or slug.
Cylinder—With cap.	Open.
Plunger—Double leather	Single wick.
Nozzle—Anti-drip.	Goose neck.
Action—Crank.	Direct lift.

Every change enumerated above furnishes an additional argument in favor of the latest types of Bowser Outfits.

—o—

Give me the salesman who can hang on to every chance left, who can persist without offending, and gain courage where others weaken; who can say "It might be worse," and try again; who knows no such expression as "It's no use," and asks only for a fighting chance with the other fellow, and I will show you a salesman who will win out no matter what opposes him.

"Happiness is a by-product obtained from work well done."

A man who's clean inside and outside; who neither looks up to the rich nor down on the poor; who can lose without squealing, and who can win without bragging; who is considerate of women, children and old people; who is too brave to lie, too generous to cheat and too sensible to loaf; and who takes his share of the world's goods and let's other people have their's, is my idea of a true gentleman.

"God gave leisure to use with care,
Can you afford to bum?
Work, then play, it's the easy way;
Hump, and your trade will hum."

SERMONS IN SENTENCES.

Energy begets trade.

A dirty apron is a poor "ad."

There's more profit in quality than quantity.

You are handling things to eat—clean up.

Ideas, like eggs, spoil when kept too long—use them, or get fresh ones.

"There is a necessary limit to our achievements, but none to our attempts."

PHILLIP BROOKS.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND

H. B. HARPER, - - - - - - - - EDITOR.

On the Fifth and Twentieth of Each Month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

PERSEVERANCE NECESSARY.

I called on a grocer and spent several hours—no sale, because he felt did not sell enough oil—returned nine days later, waited an hour, talked three hours and left at closing time with the information that smelter would soon close down and that meant slack trade. Called next day, found he "could not afford the price," called in the evening and his wife said, "Don't buy the tank." I gave him my model, sample case, color plates and bulletins, the complete equipment, and told him to take them home, look them over and then consult with his wife. Next morning I went around and took his order.—*A. C. Grantham, British Columbia.*

—o—

THE QUESTION OF PRICE.

The value of an article depends for most things upon its use to us. I cannot remember just when I came across this illustration, but it seems to me to fully meet the case. I think it a fine one.

Mr. Buyer, what would you think of a man, who, calling upon a real estate agent, to negotiate about a good city location for a store, and on being offered a certain corner in a busy down-town shopping section, for say $5,000.00 a year, were to throw up his hands in surprise, and say "Why that is outrageously high." I can rent a fine store just as large and just as well fixed up in some suburban street for $1,000.00, and you want to charge me five times as much."

Mr. Buyer, would you call that man a business man? Would you not feel like telling him to clerk in a store for a few more years until he learned a thing or two?

The rent, of course, would depend on its value as a business stand to the prospective tenant, and similarly the price of an outfit, should be considered in relation to its value in your business.—*F. M. King.*

—o—

THE GAUGE STICK OR FLOAT GAUGE.

Mr. Barnett says that many times a salesman can make the fittings, gauge, discharge register, computer, etc., sell the tank providing the salesman understands each of these features thoroughly and makes it a point to carefully explain them. The gauge for instance, can be talked along this line.

Mr. ———, we provide each tank with a means to prevent mistakes in oil delivering. The oil man undoubtedly is entirely honest, but he is human and the best of us make mistakes. If he makes a mistake of five gallons, you cannot tell it with your tank. With the Bowser the gauge catches the errors. Would you let any customer you have make his own change from your cash drawer? Of course not, it would be poor business policy. Would you receive any bill of goods and put it on your shelves without first checking it with the invoice? Certainly not. Then why not check your oil receipts. It's simply good business.

DOES NOT WANT TO HANDLE OIL.

A grocer will often tell you that he doesn't want the oil business, he is only selling it because he has to as an accommodation to his custimers. When a man tells me that, I come right back at him with the questions—"What do you pay for your oil, and what do you sell it for? And there is always a difference of four or five or six cents a gallon.

"Now then, Mr. ———, isn't that a bigger margin of profit than you make on many other commodity you sell?"

"Yes, it is, but I don't make that much on oil."

"No, you don't, just because your present method of handling oil sacrifices a large part of that profit."

"I want to sell you a tank that will save you every cent of that profit, and will make your oil business as easy to handle as your package goods. Now, if I can do that, Mr. ———, the oil business will be mighty good thing for you for the simple reason that the money you invest in oil at any one time is very small, and that money is turned over once a week. Most of your line you turn over once or twice a year, making your one profit. Oil can turn over twenty-five times or fifty times a year, making twenty-five or fifty per cent. on the original investment, say $10.00 each turn over."—*A. G. Ratliff.*

IMPROVEMENTS

The following improvements to various outfits have been perfected and are now standard:

CARD HOLDERS FOR CUT NO. 15 PUMPS.

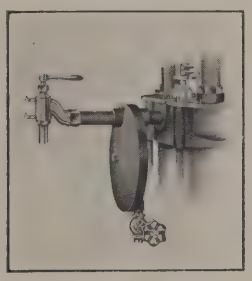
Cut No. 15 pumps will hereafter be provided with card holders for the reception of a card containing the name of the oil. If you mention the name of the oil on your order we will furnish name cards.

MANHOLE, CUTS 50 AND 63.

Cuts No. 50 and 63, Shop Cabinets, 3-bbl. capacity and over, are now supplied with 12 in. manhole for convenience in cleaning, etc.

CUT NO. 10 LOCKS.

The Cut No. 10 Outdoor Cabinet is now equipped with an inside or cupboard lock instead of the padlock formerly used, the padlock being unprotected and exposed to the weather has not been entirely satisfactory.



NOZZLE FILTER FOR GASOLENE.

The cut herewith shows the new gasoline filter used with Cut No. 41. This new filter is placed on pump in vertical position and aside from its superiority as a filter has the additional advantage that it requires less space.

Price same as old style.

CUT 131, MESH SCREEN ON PORTABLE NOZZ

Cut 131 Portable Nozzle is now supplied with a fine mesh screen as a further protection against dirty gasolene.

LUBRICATING OIL TANKS FOR GARAGES.

We have a few salesmen who seldom send in a garage order, either public or private, without having included one or more tanks for Lubricating Oils. Then we have a lot of other salesmen who seldom, if ever, sell a garage anything but a gasolene outfit. Now, what's the reason? It isn't territory for one of these men has changed territory twice without changing methods. It isn't entirely ability as a salesman for there are a lot of good salesmen that are not selling lubricating tanks to garages. It's simply due to the fact that too many salesmen do not realize the possibilities that there are in this garage business, and do not talk and demonstrate lubricating tanks.

Talk with some of these salesmen who do sell the lubricating oil tanks, and they will tell you that after a gasolene outfit is sold it takes very little effort to include a Roll Top Cabinet, or a Cut No. 63 Tank, or a Little Gem.

There was a town over in Ohio, population 100,000, with 600 automobiles and about forty Long Distance Outfits, but only one Lubricating Tank. A new man went into the town, he had been through the school, was impressed with the utility of the Lubricating Tanks and the possibilities they held for increased business and was going to push them. His first garage order was for a Cut No. 63 to a public garage and was the only thing that he could sell them as they were not ready for the Long Distance Outfit. He showed it could be done.

Any argument in favor of a Bowser Tank for Kerosene is considerably stronger when applied to a Lubricating Oil Cabinet for the oils used in a garage. Saving? A gallon of lubricating oil saved means several times the price of a gallon of coal oil. Clean oil? What more important than clean oil for the bearings of an expensive automobile. Safety? A garage fire is always a hard fire to control and a costly one on account of the high value of the cars stored there. A clean building? The patrons of a garage are of a class that is accustomed to neatness and cleanliness for they can afford to hire people to do that for them. Time saving? No class of trade is in a greater hurry than the auto owning class.

And so we might continue on argument after argument demonstrating our point that there's every reason for the garage trade buying Lubricating Tanks.

If you are not selling them, get busy—you will be surprised how it will help you secure your quota.

PERSONALS

The vacation period is now practically ended and most of the men have returned to their respective territories. We are not sure where all of the men spent their vacations, and there are a number who took none whatever.

C. E. Saunders and **H. T. Purdy** spent their vacation together at Rutland, Vermont, and before going back into his territory, **Mr. Saunders** visited the factory and spent a couple of weeks here.

Mr. F. M. King returned to his home in Jamaica, spending a month. During his visit he combined business with pleasure and sold what is as far as we know the first tank ever sold in that country.

Mr. P. F. Cashman spent his time a Providence, and among other things did considerable business. As proof of his ability to entrap the finny tribe, he proudly exhibits four sword fish teeth.

Mr. G. E. Bowen passed his vacation at his home in Grand Rapids, and as far as we know, put the time in quietly with his family.

Several of the men took advantage of their vacation to get on the sick list, among them being **Mr. Geo. R Hance** who is laid up with lumbago and **Mr. J. D. Gumpper,** who was laid up for about three weeks.

Thomas Cragg, one of our Canadian salesmen whose home is in Fort Wayne, spent a month here and has just returned to Manitoba, a fact which is evidenced by the good business which is already being received from him.

The sympathy of all his associates is extended to **Mr. W. Bradfield** who was recently called home on account of the death of his father. **Mr. Bradfield** represents us in Illinois.

A. G. Ratliff is a democrat down in Oklahoma. He had to travel 150 miles in order to vote and that, together with his democratic campaign speeches has kept him so busy that he says he has not had time to write anything but orders.

Mr. W. D. Inslee, representative in Northern Michigan whose home is in Fort Wayne spent his vacation with his family. **Mr. Inslee** has since moved into his territory taking his family with him.

Frank Leslie says he does not take a vacation. He paid us a social visit last week and brought a garage prospect with him. During his visit, he sold the prospect a Wheel Tank and a Lubricating Outfit.

Among the new men who have recently taken up the line, none of them started out in better shape than **Mr. W. I. McCall** who has gone into Oklahoma. **Mr. McCall's** business has run into good, big figures for the short time he has been with us.

Mr. D. H. Shields, recently sent in an order which he says is the result of eleven years of continuous effort. He has called on this party every year since he has been in the territory and in the eleventh year sold them.

Mr. J. G. Rodman one of our Pacific Coast representatives spent his vacation at his home in Oklahoma City. **Mr. Rodman** also took advantage of the occasion to look after his real estate business in that city.

Mr. M. H. Stewart has been touring Indiana and Ohio in his automobile, and will not return to his territory until the first of October. **Mr. Stewart** is one of the new men who has taken up the line this year and was formerly a dentist.

Mr. Stewart seems to have an absolutely painless method of extracting orders.

Mr. C. W. Hoffritz, who has been doing special work for some time past, spent his vacation at his home in Dayton, Ohio, and upon his return took up a new territory and is now among the "Georgia Crackers."

H. W. Mason is another of the men that got on the sick list during vacation time. **Mr. Mason** has been all tied up with rheumatism and had to use a cane to assist him in walking. Despite this, **Mr. Mason's** business has been very good. Through the month of August, together with other business, he secured orders for four Wheel Tanks.

We have had no word from our Pacific Coast salesmen that would indicate that outside of **Rodman,** any of them had taken a vacation. Right through the summer we have received excellent business from all of the men on the Coast which would indicate that **Messrs. Olds, Jenkinson, Smith, Bird** and **Stoddard** had not had time to take a vacation.

———o———

The man who whispers down a well
About the goods he has to sell,
Won't reap the gleaming, golden dollars
Like he who climbs a tree and "hollers."

—*Alsdorf.*

———o———

Don't sit down in the meadow and wait for the cow to back up to be milked; go after the cow.

J. B. O'Mara.

THROUGH THE FACTORY WITH A BOWSER TANK.

It has often been noticed that if a merchant goes through the factory, it's an easy matter to sell him. And its so and simply due to the factory that the merchant is at once struck with the completeness of the plant, the careful attention paid to even the smallest detail of construction and the evidence of high grade material and workmanship. We are confident that if we could bring every retailer of oil to the factory and let him spend as much time as he wanted, investigating, every single merchant would buy a Bowser.

There isn't a single step in the construction of a Bowser that we do not show and explain to the visiting merchant. The fine finish covers no defective material or workmanship. There's nothing about the Bowser that you can be ashamed of.

But we cannot bring all your trade to the factory, so in this brief article we want to enable you to in a measure take the factory to him and show him the building of the tank from the raw material through to the finished product.

First, we buy the best grade of galvanized steel—Appollo Brand, and any merchant familiar with steel will recognize the brand. The lumber we use is the best grade Southern Pine, kiln dried and free from knots, etc. All castings are carefully made, free of flaws, sand holes, blow holes, etc. A rigid inspection rejects all but perfect castings. So the raw material is all the best.

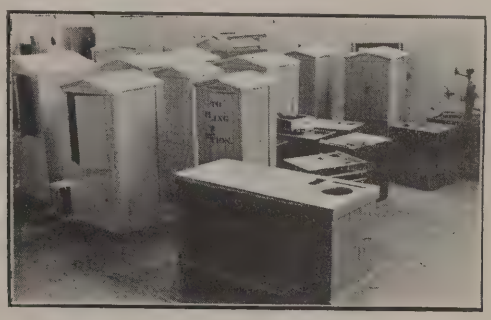
STYLE "A" TANKS IN THE PAINT SHOP.

Then, a Type "A" Tank is made of heavy galvanized steel, double seamed and soldered inside and out, the double seam being made after this manner, then flattened and soldered both sides. The advantage of this method overlap seaming is i. e., two sheets lapping like this etching and then soldered is obvious.

The Type "B" and "C" Tanks are made of heavy galvanized steel, riveted and soldered inside and out. Rivet holes are accurately spaced and punched by machinery insuring perfect joints. The large punch used for this purpose will space and punch 144 rivet holes at one time. There's a big point—we have the best machinery money can buy to accomplish each successive step in tank making. We have actually spared no expense that would improve our goods.

THE BIG MULTIPLE PUNCH—SPACES AND PUNCPES 144 RIVET HOTES AT A TIME

From the tank shops, the Type "A" Tanks go to the cabinet department, where they are fitted with cabinets, painted, grained and varnished.



OUT DOOR CABINETS READY FOR THE FINISHING TOUCH.

The Type "B" Tanks go to the paint shops to receive three coats of paint, the last leaving it a rich dark maroon and a very handsome fixture.

The Type "C" Tanks are painted with three coats of asphaltum paint, making them rust-proof so they may be buried underground in any kind of soil.

IN THE TIN SHOP

Now the tanks are ready for the pumps, which have been carefully assembled and tested in the oil for which each is to be used. Every pump we send out has first been given a rigid test in oil and passed upon by the inspector. Valves, measurement and operation must be perfect before it is accepted.

Then the pump and tank is assembled and the tank tested with air or water pressure. Air under pressure will quickly detect the slightest defect or weakness in the tank.

After everything has been tested, the outfit is taken apart, boxed and shipped, and a set of instructions goes along to make setting up an easy matter.

YOUR ORDER SHIPPED

THIRTY-EIGHT DON'TS.

1. Don't be afraid to work, it is healthy, physical and mental exercise.

2. Don't be afraid to hustle, be glad of the chance.

3. Don't be afraid of being turned down.

4. Don't be afraid to change a man's opinion, but be careful how you do it.

5. Don't be afraid of failure. Keep on though you fail a dozen times.

6. Don't be afraid of difficult undertakings. Be glad of the opportunity to show your metal.

7. Don't be afraid of honest competition. It's competition that makes success worth while.

8. Don't be afraid to do more than is required of you.

9. Don't be afraid that your efforts will not be appreciated.

10. Don't be afraid to play the game honestly. Honesty always wins out.

11. Don't be afraid to go out of the way to do a good turn for a friend.

12. Don't be afraid to begin at the bottom. It is the safest way to climb.

13. Don't be afraid to think out new ways. Originality is appreciated.

14. Don't be afraid to do your best. The best is none too good.

15. Don't be afraid to tell the truth. It is a part of your honor.

16. Don't be afraid to think before you act.

17. Don't be afraid to use your time to advantage. It is given you for that purpose.

18. Don't be afraid of imitators. Originality always bears a trade mark.

19. Don't be afraid to risk. The great successes are born of chance.

20. Don't be afraid to make your goods known.

21. Don't be afraid to admit when you are in the wrong.

22. Don't be afraid to obey. A man must learn to obey before he may hope to command.

23. Don't be afraid of experience. He is the best teacher.

24. Don't be afraid of pleasure. It is necessary for good work.

25. Don't be afraid of censure. We all need toning down as well as toning up.

26. Don't be afraid of rivals. Things may be crowded below, but there is always room on top.

27. Don't be afraid to fight against odds. Most things worth having are hard to get.

28. Don't be afraid to be polite at all times and under all circumstances. It is no disgrace to be called a gentleman.

29. Don't be afraid to trust your house. Confidence is a necessary part of success.

30. Don't be afraid of overtaxing your strength. Work kills but few people.

31. Don't be afraid of utilizing an opportunity unless you receive orders. Waiting often results in failure.

32. Don't be afraid to watch the successes of your house. The fact that you are in its employ makes you a part owner.

33. Don't be afraid to work out your salvation. Every man must work out his own destiny.

34. Don't be afraid to rest if your health demands it. A strong mind needs a healthy body.

35. Don't be afraid to forget your work at times. Your work will be the better for it.

36. Don't be afraid to relieve the house of cares and worries when you can.

37. Don't be afraid to give your fellowworkman a boost where you can. Generosity shows a man's character.

38. Don't be afraid of failure. They are often promises of future successes.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, OCTOBER 15, 1907. NO. 16

SEPTEMBER

OUR RED-LETTER MONTH

Thank you boys, for the great showing last month. It was unprecedented in the history of the Company. Everone shared in the glory.

Heretofore, October has always surpassed September. Now, Boys, let history repeat itself.

We have passed the three-quarter post, now for the home stretch, neck and neck with "quota." There must be no let-up. Three more months of

"CONSISTENT, PERSISTENT EFFORT"

Everyone must make his quota. This means YOU, you can do it---come on, Boys, all together, strain every nerve,

"WIN OUT"

The rewards of duty are not rest from labor but greater tasks.

GRADING OF SALESMEN.

It has become recognized, beyond a doubt, by all authorities that the grading of salesmen proves to be such a stimulus that the resultant benefits are ever manifest.

Notwithstanding this fact, the editor deems it advisable to discontinue for the present, the publishing of the classification which has heretofore appeared monthly. We recognize you are entitled to his reasons for so radical a move. Briefly, it is because he is of the opinion that the present method is not entirely equitable and, as you know, it is paramount with us that everyone be given a square deal. It has been decided that this classification will be issued on a different basis, where every phase of salesmanship will be given consideration. To reduce this to a comprehensive but simple method requires considerable thought and study. We hope, however, to return to it at an early date.

We would appreciate any suggestions you may have to offer, any criticism you may wish to make. Your ideas on this subject may be very valuable in our efforts to accomplish the end in view. Do not hesitate to make any expression of your thoughts respecting this matter. You may address the editor in person and all such comments will be treated in confidence if so requested.

Do not let this change of policy deter you in your efforts to make this the banner month.

It may be true that "everything comes to him who waits," but let us all hustle for other things while waiting.

TIME TO BUY.

Financeers who are keen to discern the turning point in the market, resulting in general rise of stocks —realty dealers who foresee the boom in land—readily recognize the proper time to make investments.

The merchant who handles seasonable goods has his regular time to buy various articles—the clothier knows when to buy light-weight garments and when to order heavy-weight, and in fact in the majority of trades there is a "Time to Buy."

With the Bowser Outfit, NOW is the time to buy.

Now, not because of any particular season, simply because it is the present. Merchants handling oils by the old methods, are paying for Bowser Outfits, while not availing themselves of the many benefits they afford.

Now, because it is something they need only buy once, and the sooner they have it, the sooner the savings begin.

Now, because of the many merits of the Bowser, any of which is sufficiently good to warrant the merchant installing such equipment, as is necessary to meet his needs.

No rise in stocks is necessary. No boom required. All seasons of the year, there are the same indisputable reasons insuring the sale of a Bowser. If there is a shade of difference, as to one season being more acceptable than another, it is most certainly NOW—when the consumption of oil is considerably greater, for reasons that are obviously clear.

Now is the accepted time. Now is the time to buy.

GASOLENE.

In the October issue of the *Motor Print,* we are treated to a very interesting article by Edmund Willson Roberts on the subject of Gasolene. Mr. Roberts cites numerous experiments and tests he has made to substantiate his statement that, "Gasolene is not dangerous." We recognize Mr. Roberts' authority upon this subject, but can only coincide with him in his statement with this qualification, "if properly handled."

To serve as an illustration, invites our attention to an incident he remembers, where a woman called upon her neighbor for some gasolene and the neighbor undertook to fill the can she brought for that purpose, close by her stove while burning. The filling of the can sent up a cloud of vapor which immediately ignited. The woman becoming alarmed dropped everything and ran, necessarily a bad fire followed. IF this woman had exercised better judgment and filled her neighbor's can out-doors, or at least not close to the fire when burning, or IF she had the presence of mind, when the vapor ignited to stop pouring gasolene and extinguish the fire, which could have readily been done, no calamity would have resulted. But how many of us can boast of presence of mind at the crucial moment? In fact, is it not true that the very illustration Mr. Roberts offers to substantiate his statement, serves to prove the contrary, that gasolene is dangerous, due to the risk attending handling it in a thoughtless manner.

Mr. Roberts goes on to say that gasolene vapor mixed with air in the proper proportion, makes a violent explosive. It is this property of the oil that makes it dangerous. It is this condition that all must guard against. If one can be assured against the rising of vaporous gases when handling gasolene, then their mind may be in peace as to it being dangerous. What Mr. Roberts has said of gasolene, can also be truly said of dynamite, nitro-glycerine, gun-cotton, and the like exposives, all of which can be controlled by the hand of man when treated properly.

The substance of Mr. Roberts' statement can be boiled down to the fact, that gasolene is not dangerous while in the liquid form. Admitting this to be true, it must not be overlooked that the chief property of this volatile liquid is to vaporize when coming in contact with the atmosphere, and this is what makes gasolene dangerous, for it is impossible to prevent evaporation when ordinarily handled.

We have taken issue with Mr. Roberts for fear that the layman may be inclined to accept his statement in the abstract and overlook the absolute necessity of handling this combustible substance in the proper manner, and if such a condition should come to pass, it is impossible to fore-tell the disaster that would result.

A MODEL REPORT.

During the sugaring season W. H. Harrison, of Pittsford, Vt., sent his man "Hi" to find out how the sap buckets had been filling. "Hi" investigated and then submitted this report: "Some is full, some half full and some runnin' over, but average about full."

Ed.—How does this fit the merchant selling oil from a faucet tank?

A Word of Explanation.

We print below a copy of a notice recently posted at our Office and Factory at Fort Wayne, together with copy of a letter to all salesmen.

We are sure all our salesmen appreciate the necessity of the rules stated.

Mr. Dunkelberg, Mr. Bechtel and Mr. Zahrt have for some time had so many demands on their time by salesmen and other employes that they have been unable to confer together, to give their mail proper attention or to get into shape information, prices, etc., that salesmen should have, which is detrimental to the salesmen as well as the firm.

In the future, as in the past, the firm will be pleased to see their salesmen at Fort Wayne at such times as is advisable they come in and all salesmen should visit Fort Wayne from twice to four times a year.

Salesmen will, however, be expected to have matters they desire to consider with the firm boiled down so as to be disposed of as rapidly as possible and to respect the rules stated in the notice.

NOTICE TO ALL EMPLOYES.

On account of the volume of our business, until further advice, all office or shop employes having business with the Treasurer, Secretary or Managers of the different branches of the Sales Department of this Company must do so between 10:00 and 10:30 o'clock A. M. or 4:00 and 5:00 o'clock P. M.

All salesmen having business with the Managers of the different branches of the Sales Department must see them between 10:30 A. M. and 4:30 P. M.

All salesmen having business with the Treasurer, Secretary, or Office Manager must see them between 11:30 o'clock A. M. and 4:00 P. M. At other hours of the day the Officers of this Company named must not be disturbed as they must have the time to devote to other very important business matters, many of which are of vital interest to salesmen and other employes.

All salesmen or other employes must arrange their business in concise form so it can be handled with dispatch in compliance with this notice.

S. F. BOWSER & CO., Inc.,
A. Z. POLHAMUS,
General Manager.

TO ALL SALESMEN.

Dear Sir:—

For your guidance we herewith enclose you a copy of a notice which has been posted in our Office and Factory at Fort Wayne.

We have been very slow about posting this notice as we desire all our employes, and especially our salesmen, to be absolutely free and at ease as though in their own homes when at our Offices and Factories, feeling all the Officers of this Company are their friends and can be approached as such.

The volume of business has now become so great and the force of salesmen so large that it is absolutely necessary we adopt the procedure stated in the notice, as mail and other matters of great importance to the salesmen as well as the firm must have attention that cannot be given it under the conditions that have prevailed.

We are sure you appreciate this, and will be pleased to comply to the letter with these instructions. We shall in the future, as in the past, be glad to see all our boys from time to time at Fort Wayne, and hope as time goes by to make your visit more pelasant than heretofore.

Respectfully yours,

PERSONALS.

The most important thing in my mind is the first impression. You want to appear prosperous and busy, without overdoing it. Show your prospect that your time is worth about as much as his, no matter who he is. Put all your points clear, talk with facts, but do not argue with him, do not exhibit undue anxiety in having him sign up the order. Draw him out and confine him to the subject in question and if any particular point appeals to him, drive it in hard, without overdoing it. —W. Y. Robertson.

Note.—First impressions are lasting.—Ed.

G. A. McCurdy came in on the last day of the month bringing with him eighty points as the result of three days' work. Mr. McCurdy is one of the new men who took up the line this summer.

G. W. Pask took a long stride towards the quota goal by closing two paint oil orders aggregating nearly two hundred points. Mr. Pask has only been in the present territory a few months, and this business shows the possibility we fear lots of the men are overlooking.

Messrs. S. C. Tyner, Rosser McClure and George Bowen spent a few days at the factory around the first of the month.

Mr. E. M. Denton has paid his first visit to the factory since taking up our line. He will visit the Chicago office before returning to his territory.

"Go to thy work—he that labors may be tempted by one devil, but he that is idle may be tempted by a thousand."

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.

H. C. WORRALL, : : : : EDITOR

On the First and Fifteenth of each month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

The new editor announced by the old on this page last issue, has assumed his office. He embraces this opportunity to acknowledge the pre-eminently satisfactory condition of the portfolio left him by his predecessor.

Unto you, retiring editor, let the comforting knowledge of a task well done be as a stimulus for the work in the new field you have entered, where all prophesy success will crown your efforts.

In order that those interested may have a foretaste of what is to come, it is only natural that the new editor make some declaration of his policy.

It is his desire to be of material assistance to all who need it. Fortunately, he "does not know it all," so he looks to the readers for suggestions and criticisms as well; to the boys in the field—for a recital of such experience as proved helpful to them so he, in turn, may herald it to others that all may be benefited. Without teachableness, we have no advance.

In brief, his policy is to make this your paper—his wish is that you show deep interest in our BOOMER, the fruits of which he trusts will ever be manifest.

Just as this issue is going to press, we welcome the return, to Fort Wayne, of our Secretary, after a two weeks' tour of the Eastern Division. Mr. Bechtel is jubilant over the situation as he found it. He has every reason to believe that the present prosperous conditions will long continue. He tells us that the boys in that section of the country are full of enthusiasm, and the prospects are very promising.

It is hoped that the results will bear Mr. Bechtel out in his prognostication.

Our Assistant General Manager, Mr. J. W. Runyan, has just started on a tour through the Southwest, to become fully acquainted with the conditions at the present time in that field, and to aid the boys in that section of the country. Mr. Runyan has ever been an inspiration to the boys, and we know he will prove no exception to the rule on this occasion.

With the fulfillment of Mr. Runyan's mission, we look for a very material increase in business from the Southwest.

Mr. F. A. Knoche has been appointed manager at Chicago. Mr. Knoche's long service with us qualifies him for this office, and he is fitted to render material aid to all the boys in that territory. We naturally look for rapid strides in business from Chicago.

Would it not be fitting to detach page eight of this issue and attach it securely to the inner page of the cover of your order book?

DON'T HURRY!

We cannot impress upon you too deeply the danger of presenting your proposition to a prospect in a hasty manner.

It is true that your time is valuable and too precious to waste, but it is not being wasted—rather, on the other hand, is being well spent—when presenting the merits of your goods in a deliberate, common-sense, logical manner. It is impossible to do this hastily, for the reason that the force of any argument you may use is lost; on the other hand, your prospect is quick to discern that the argument you set forth is for the one expressed purpose of getting his business. While this is the primary function of salesmanship, nevertheless, it must not be so glaring as to continually remind the prospective purchaser of it, for fear of instilling in his mind the idea that you are desirous of burdening him with a load too heavy to carry. On the other hand, by not showing undue anxiety and demonstrating that you have his interest in mind as well as your own, and presenting the merits of your goods with that ring of confidence that begets confidence, invariably wins the prospect over and results in a sale.

To give each prospect such attention, you will readily appreciate, consumes time: but, as above stated, such time is invariably profitably spent. In handling the trade you call upon in this manner, it is self-evident that the number of calls one can make in a day is quite limited, and it is our desire to invite the special attention to this article of those who more or less habitually report as having made twenty to thirty calls a day. It is true there may be exceptions where as many as twenty calls can be made in one day and no prospect jeopardized in the least, but it is our belief that such a condition is the exception rather than the rule.

The time to hurry is when you have closed with your prospect and wending your way to the next one.

Advanced Prices

As the new prices have now been in effect since the first of the month, it is quite apropos to make some few remarks pertinent to the subject in this issue.

THE CAUSE.

The least experienced know full well of the increased price of food, wearing apparel, fuel, rents, and what not that affects the individual. If there are any of our readers who are not cognizant of the continual advance in the cost of living, it is incumbent upon them to "Sit up and take notice." Let them compare the present prices of such articles as they buy with those of, say two or three years ago.

This condition has doubtless been felt most keenly by that great mass whose income is the direct result of the labor of their hands; the mechanic, the carpenter, the painter, the tinsmith, the boilermaker, etc., etc., and because of this condition, it became imperative that they obtain more for their labor. This has resulted in advanced wages all along the line.

This is not all the manufacturer has had to contend with. The same condition exists in the raw material market. It is a common occurrence to receive notices of withdrawal of prices, and quoting of new prices that soar way above the old figures. To illustrate, let us cite an instance that we have just experienced. We had occasion to buy office furniture a few days ago, that could only be obtained at about double the figure for which it could have been purchased a few months ago. It is true that the shortage of lumber is responsible in a great degree for such advance; it is this shortage of lumber that affects conditions in general, and especially those that use lumber in the manufacture of their product.

The result of such conditions is obviously clear to all—if the cost of everything involved in the construction of our outfits has been advanced, necessarily the price of the finished product must be advanced. We believe that no one, for an instant, thought the raise in price was an arbitrary action upon our part. In fact, we could have consistently increased the selling price before now. The time had come when we ceased to do business on a profitable basis but even then we did not advance our price in proportion to the increased cost of materials and other expenses incidental to the manufacture of our outfits.

THE EFFECT.

Some authorities contend that price is the least of all factors in effecting a sale, but if this is not so and it is true that price is the one great consideration, still it is no obstacle when it is only commensurate with the quality and workmanship of the goods offered, as is in the case of the Bowser Outfit. The merits of our equipment warrant a price far above what we ask, as an evidence of this, it is only necessary to quote from letters we are continually receiving from users. For your benefit, we give some few illustrations hereunder:

"We would not part with our outfit, if it could not be replaced by another just like it, for three times the price."

"It has repaid its cost many times over."

"It has saved its total cost every twelve months."

"It has paid for itself already," (two years' service)

"We would not be without it for five times its cost."

"We would pay twice the price for it before we would do without it."

We could go on almost indefinitely with similar quotations that come to us unsolicited and in fact the experience some have had as cited to us seems almost incredible. To illustrate, one user has written us, "Your outfit has returned to us five times its cost in the short time we have used it" (less than two years' service).

Such voluntary expressions go to prove that the question of price is practically no factor whatever. It is, of course, to be admitted that these statements were only rendered after service had been obtained, and their experience can be quoted to your prospective customer in such a manner as to picture the result to him clearly so that if at any time the price seems to be an obstacle in closing the deal, it could readily be surmounted.

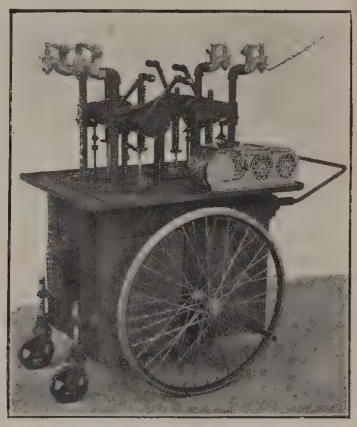
If any of our boys has a doubt in his mind as to the efficiency of a Bowser—as to its durability—as to the quality of materials used in its construction—as to its price being more than commensurate with this quality of goods and workmanship—then it is clear how difficult it will be for him to effect a sale. The first essential and chief requisite of salesmanship is belief in your goods and your house, for only the same confidence you have in both can you instill in your customer.

We believe all our boys have confidence in the house of Bowser—in the Bowser goods, and the only way to prove that our outfits are of the highest quality, is to "get the price."

TWO NEW BOWSER PRODUCTS.

We are living in a progressive age and in keeping pace with the times we are continually improving our goods and adding new features.

The popularity of the Cut No. 121 Portable Tank for Gasolene raised a demand for a similar equipment for Lubricating Oils. The Cut No. 152, Four Compartment Lubricating Wheel Tank illustrated here is the result.



CUT NO. 152

This outfit is practically four adjustable measure tanks boxed together and mounted on wheels. It is made in two, three or four compartments of capacities as follows:

Two compartment, each compartment 25 gallons.

Three compartment, two compartments 15 gallons, one compartment 20 gallons.

Four compartment, two compartments 15 gallons, two compartments 10 gallons.

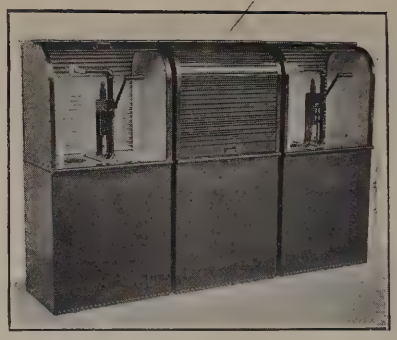
So that the total capacity of each outfit is fifty gallons.

Each compartment is made of heavy galvanized steel, riveted and soldered. Each compartment is complete with an adjustable measure quart pump fitted with a quick acting shut-off nozzle.

The four compartments are boxed together firmly, clamped in position, and equipped with a tray extending over top of tanks and four inches over side, offering a receptacle for oil cans, etc.

A triplicate register same as supplied with Cut No. 121, is a part of each outfit.

Each compartment is provided with a filling hole so arranged that the nozzle of a Cut No. 41 pump can be inserted and the oil pumped and measured direct into each.



CUT NO. 52, TYPE B, ROLL TOP CABINET.

The cut herewith shows three Roll Top Cabinets, Cut No. 52, Type B.

This is similar in design and operation to the Type A Roll Top, except that it is built throughout of metal and finished a dark rich maroon.

The above warehouse (No. 5) has been erected for the express purpose of facilitating shipment of orders. It is located close to the factory adjacent to the Pennsylvania Railroad tracks. It is our purpose to keep a supply of the standard sizes and styles of outfits on hand, so that orders may be filled the day received and shipped with the greatest dispatch possible.

In connection with the warehouse is a large shipping yard with concrete floor, in which has been erected a massive ten-ton Bridge Crane. This facilitates the loading of the larger tanks directly into the cars, eliminating all risk of wrenching or straining, which is ever present in the old way of rolling the tanks on the cars upon skids. The Crane also enables the unloading of heavy material with ease and dispatch. This affords a very material saving in both time and labor and is another evidence of the progress we are making to meet the demands our increased business exacts of us. This warehouse can be enlarged—it is up to you, boys, to make it necessary.

Contributions

We want to publish in every issue a few new items regarding the Bowser Tanks. We would appreciate it if all the Boys would send in such items as they believe will be of interest to the others—regarding the oldest tanks still in use in their territory, unique installations, queer tests made, and other similar instances, so that this feature of the paper will be exceptionally interesting.

A LONG PULL.

Six Cut No. 44 Long Distance Pumps installed in the plant of the Singer Manufacturing Company at St. Johns, Que., are used to draw varnish, turpentine and linseed oil at a distance of eight hundred feet and then to the fourth floor of the factory, a height of nearly fifty feet.

LENGTH OF SERVICE.

J. C. Kegg and Wm. Saks, two estimable merchants of Ligonier, Indiana, purchased cellar outfits seventeen years ago and have been using them ever since. These outfits have ever remained in good working order and have given such satisfactory service that Mr. Gumpper has tried in vain a score of times to get the respective parties to trade them in for our modern outfits.

C. Miller & Son, of Quincy, Ills., have two cellar pumps in their store window. The pumps have been in use there ten years. Mr. Miller told our representative he would not part with them for three times the price.

FLOAT GAUGE.

Mr. C. P. Law writes us regarding one of the largest Coal Companies in the Anthracite field (Pennsylvania), who operate over twenty collieries, all of which are fully equipped with Bowser Outfits.

Previous to the installation of the Bowser Equipment, in taking monthly inventories, they were obliged to compute their stock of oils in each separate tank at the various collieries. They now, however, rely entirely upon our Float Gauge. As this company is very precise, this affords an evidence of the accuracy of our Gauge.

Note.—We simply quote Mr. Law to illustrate the thoroughness with which our equipments are constructed and not as an evidence as to the accuracy of the Float Gauge. The purpose of this gauge is simply to show at a glance the approximate quantity of oil on hand, so that the merchant can tell just when he deems it advisable to replenish his storage tank.

"Defeat may be victory in disguise,
The lowest ebb is the turn of the tide."

Selling Arguments Hot from the Field

A GRAPHIC COMPARISON.

When a prospect compares the price of my tank with that of some other tank he can get, I ask him to compare a twenty dollar gold piece with a silver dollar. They are about the same size; from a distance, will look very much alike, differing only in color. The value of the gold piece, however, is twenty times that of the silver dollar. There is the same difference in tanks.—E. W. Mason.

THE DIGNITY OF OUR LINE.

I find, among other helpful things, that to give to your prospect the information that he is about to deal with a concern far in advance of any ideas he may have regarding the firm and its plant, and impress him with the fact that we are not a "tin can" factory but the only tank factory known throughout the entire country; show him a list of the salesmen, the size of our factories, the many styles and sizes of outfits we manufacture, and that we are in a class by ourselves and that the word "Bowser" means the best that money and experience can manufacture, and that price is a secondary consideration.—W. D. Inslee.

IS IT THE PRICE?

Mr. Hessenmueller, when illustrating the point that if a man is going to kick at the price, he will do so no matter what figure is quoted him, he relates an experience he had in calling on a man to whom he thought he could sell a Long Distance Outfit. He demonstrated our Cut 41 Equipment, as Mr. Hessenmueller can most effectually do, and upon inquiry as to the price of the outfit, quoted him $3.75. The prospect strongly objected to so extravagant a figure, stating he could get a can from the Standard Oil Company for $3.50.

Note.—We might doubt the veracity of the above if any but "Hess" had told it—but not George Washington Hess. No matter what price you may name your prospect, he is apt to raise a kick, and the kick decreases in force in proportion to the raise in price.

SAVING OF TIME.

Mr. C. V. Smith, when asked what he said to the man who, in answer to his "saving of time" argument, stated that he had plenty of time, states that he puts it to the prospect right from the shoulder.—"How about your customer's time?"

BUSINESS CREED

I believe in the goods I am selling, in the Firm I am working for, and in my ability to get results.

I believe that honest goods can be passed out to honest men by honest methods.

I believe in working not weeping, in boosting, not knocking, and in the pleasure of my work.

I believe that a man gets what he goes after, that one deed done today, is worth two deeds tomorrow, and that no man is down and out until he has lost faith in himself.

I believe in today and the work I am doing, in tomorrow, and the work I hope to do, and in the sure reward the future holds.

I believe in courtesy, in kindness, in generosity, in good cheer and friendship.

I believe there is something doing somewhere for every man ready to do it.

I believe I am ready right now.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 2. FORT WAYNE, INDIANA, NOVEMBER 1, 1907. NO. 17

At a meeting of the Men's Club the other night Mr. Bowser was cartooned as above, and quoted as saying:

"When we receive an order we promptly express our thanks, and then as promptly express our t(h)anks."

There's more truth than poetry in that statement. Here at the factory every man has positive instructions to allow nothing to interfere with taking care of the business the salesmen send in. A large percentage of the orders are shipped the day they enter the factory.

The Fire Test

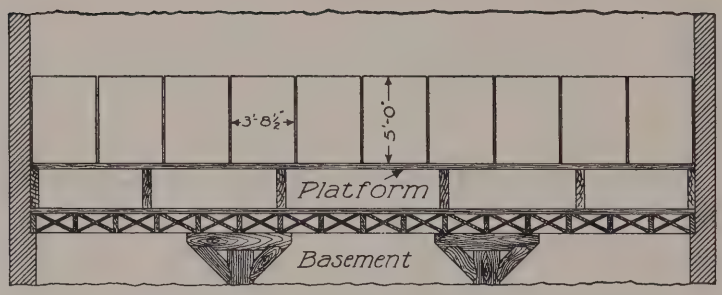


DIAGRAM OF TANKS BEFORE FIRE

The Flint Varnish Works, Flint, Mich., have seventeen, 650 gallon Bowser Tanks for varnish. These tanks are rectangular in shape and are set on a wooden platform about three feet above the floor of the varnish room. These tanks are divided into two sets and the above shows one battery of ten tanks.

On October 29th, the Flint Varnish Works suffered a severe fire which broke out in the furnace room, under the varnish room. This fire burned through the floor and destroyed the platform on which the tanks were installed.

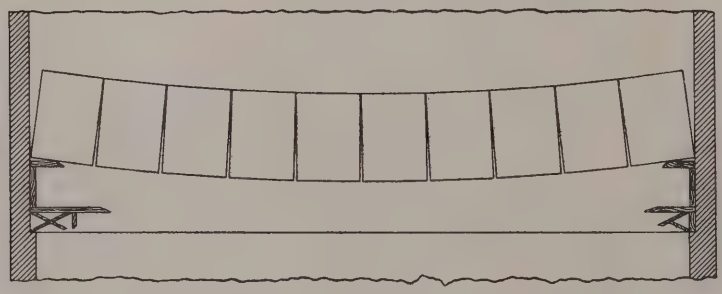


DIAGRAM OF TANKS AFTER FIRE

The remarkable fact is that the tanks, instead of dropping through, formed a bridge after the manner indicated in the above etching. None of the tanks buckled or bulged at all and though every tank was full or partially full of varnish the flames did not get to it. The tanks were blackened and scorched but not damaged.

The above is vouched for by our Assistant General Manager, J. W. Runyan, who called on the day following the fire, and secured an order for ten more tanks to replace a like number of tanks of outside manufacture.

Evaporation

Mr. J. J. Connelly recently called on the J. I. Case Threshing Machine Company, Racine, Wis., and met Mr. C. W. Mott, Paint Foreman. Mr. Mott has been the paint foreman for twenty years and is recognized as authority on all matters in regard to that industry.

Mr. Mott stated that a pound of waste lightly saturated with an equal mixture of linseed oil and benzine, would if left on the floor, irrespective of the temperature of the room, ignite in three hours by spontaneous combustion. He had made the test repeatedly and the information was authentic.

He also stated that his company storing linseed oil in barrels, suffered a leakage through the barrels averaging considerably over one and one-half gallons per barrel. He further stated that benzine stored in barrels would evaporate through the barrel at the rate of 1% a day.

The above is decidedly useful information, coming as it does, from a man who is recognized as one who knows what he is talking about.

The Benefits From Circularizing

F. B. Homsher requested us to circularize for him and this week sold five orders in one county, into which we sent circulars. He writes that the circulars did it and orders us to keep it up. It's an inexpensive means of introducing the salesman and awakening an interest.

S. C. Tyner says—"There is no question but that the circulars you sent into my territory did a lot of good."

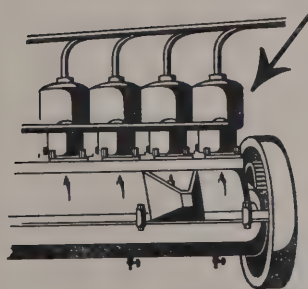
R. E. McIntosh writes—"Credit my order No. 226 to circularizing."

J. D. Gumpper had a tale of woe—his territory was full of tanks—no chance to sell any more this year. Then we circularized one county for him and "Jake" sold five tanks in that county in five days.

Circularizing will increase your sales—we have proven that again and again. If you have overlooked ordering it done for you, send in your request today. Pick out the county you expect to work in about three weeks from date, send for a calling list, tell us to circularize and watch the results. We want you to try it out, the results are bound to be satisfactory and repeat orders will follow. A single sale from circularizing will pay the entire costs to cover all your territory. The rest of the sales will be all profit.

A Good Thing From the Advertising Dept:

The Right Place and the Wrong for Gasolene Explosions



With the Bowser the gasolene is not exposed to the air from the time it enters the tank until it reaches the Carburetor of the car.

That's why it's absolutely safe. It's also why the explosions in the cylinders are more powerful than can be secured from gasolene stored in any other way. Exposure to the air weakens the gasolene.

From An Ad. Prepared For An Auto Journal

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND.

H. C. WORRALL, : : : : EDITOR

On the First and Fifteenth of each month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

As A Man Thinketh

As an instance of the fact that a salesman can sell those outfits which he makes up his mind to sell is related the story of a man by the name of Beatty, who in the days when we had not a school of instructions got into his head that we only made full nickel plated pumps and lead bottom tanks. Consequently, Beatty sold nothing but lead bottom tanks and full nickel pumps. A great many of them will be found in that old territory today.

Ed. Note.—F. E. Beatty is now the Strawberry King of Three Rivers, Mich., but got his start selling Bowser Tanks.

As a further evidence of this fact, a number of instances can be cited where in two adjoining counties of the same state, one salesman will sell large capacity No. 1 outfits at list prices and another salesman will put out one-barrel No. 2 Outfits.

Not long ago it was noted that one of the salesmen was sending in a large portion of his orders for tanks minus the computer. It happened that he joined one of the clasess, and with this thing in mind was asked to demonstrate the Bowser Outfit. He went through the entire demonstration without mentioning the computer. When asked to explain the computer, he could not do it. It was then understood why most of his orders came in without computers. He didn't believe in it himself so he couldn't make his customers appreciate it. A perusal of his orders since then proves this.

Prices Too High

Two answers to this argument.

What's the difference between a seven-fifty and a fifty dollar suit of clothes.

Here's where I go for the values. I take them out and show in detail that a Bowser is not a toy, but the product of the best mechanical brains which insures satisfaction. He can't afford to take the risk of anything else.—T. H. SWAIN.

The answer to the objection that "price is too high" is simply based on the proposition that price must always be considered in its relation to what one is getting for his money. The trouble with most prospects who interpose this objection is that they can not lose sight of the amount of the purchase price in one lump sum, while the leakage and waste being a little at a time, is not considered, and it is necessary to impress upon him the fact that this does amount to dollars that are just as big as those that would be invested in an oil tank, and in a comparatively short time will amount to as many of them.—F. M. KING.

The Drip Tube

In the post graduate class held the week of August 5th to 12th, an argument was advanced in favor of the present drip pan tube which runs to the bottom of the tank.

R. B. LIPES put it this way: Here's the entire surface of the tank. Every square inch of that which is exposed to the air is subject to evaporation. Now, then, to overcome this we put a long tube on the drip pan so that at no time was there any of the oil exposed to the air excepting the surface of that which is in the tube and that surface is about one-eleven hundredth of the entire surface of the tank.

Ratliff's Suggestion

MR. RATLIFF makes the suggestion that in talking to a prospect, we should tone our voice to suit that of the man to whom we are talking. Don't holler at the man that talks in a low voice, and don't whisper to the man that hollers.

PERSONALS

Forty-five orders in October is H. T. PURDY'S contribution to October's fine showing. That is a mark well nigh impossible to beat.

MAX HEINTZE, a new man, who started out this year, has kept up a splendid pace right from the start. He has secured 154 orders in the six months that he has been in the territory.

G. W. PASK started October by securing a hundred point order from a garage, a fine clean cut order, then was taken sick and laid up for three weeks. The day he was well enough to get out, he sent in another fine order.

E. M. DENTON, who had been called in to the factory to do some special work, received word of the serious illness of his mother and has spent the last two weeks at her home. Just as this issue goes to the printer we learn that Mrs. Denton passed away. We know that all the salesmen unite with us in extending heartfelt sympathy to Mr. Denton.

C. C. BARNETT made October noteworthy by selling one company fourteen five-barrel Cellar Outfits, two for each of its seven branches.

P. F. CASHMAN has had a run of hard luck—first put out of business by an accident to his hand and then the victim of an attack of malarial fever. He is now laid up at Excelsior Springs, Kansas. With William Allen White of Emporia fame, "Cash" can well remark: "What's the matter with Kansas?"

We are glad to report that I. W. MISENSOL'S daughter, who has been so seriously ill for several months, has so far recovered as to permit Mr. Misensol's return to his territory.

A. A. MARTIN is a man after our own hearts in that while he was given the option of closing prospects at old prices during September, sold most of them at the advanced price.

J. B. HEINEN started out in October to make a record for a new man. His order No. 1 called for a Wheel Tank. His subsequent work shows considerable promise.

No Wonder Smith Stands High.

My order No. 568 enclosed. I had to go to jail for this one. I have taken orders in homes, in barns, on the public highway, on the streets, on board steam and electric cars and steamboats, and once in a potato patch, but this is the first time I ever took an order behind iron bars.

The doctor is manager of a Medical Institute which is doing a flourishing business here and the other doctors got after him because he was not registered and he got ninety days and I followed him to jail . He is quite well to do, has city and country home and a $5,000.00 Pope Toledo. Truly yours,

W. C. SMITH.

—o—

J. G. RODMAN

SAN FRANCISCO, CAL.

As an argument as to why all auto owners and garages should install a Bowser outfit, I offer you the following true narrative:

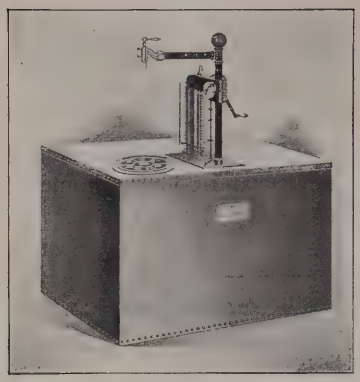
A party of ten made preparation to leave San Francisco for Del Monte in two automobiles, a distance of one hundred and fifty miles. After seeing that the cars were in perfect condition, we proceeded to have the reservoirs well filled with gasolene pumped from our Famous Portable Wheel Tank, and started on our journey.

If you have ever been in California in December, you can well appreciate the beauties of that state at this season of the year. It was indeed an ideal day, the sun shining brightly, and the air just crisp enough to make touring a pleasure. After a most delightful run of fifty miles to San Jose, we stopped for lunch, and the chauffeurs drove the cars around to a garage where they were replenished from our Cut 41. All aboard then for Del Monte, we resumed our journey.

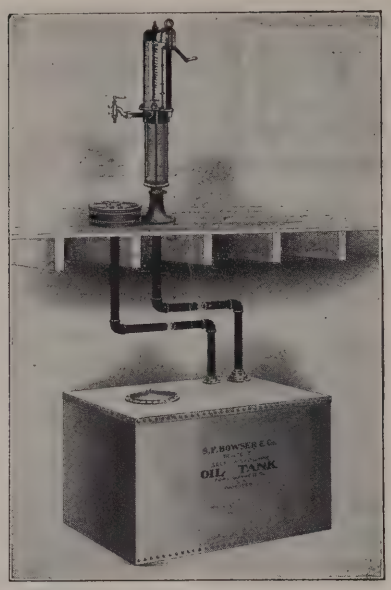
Don't overlook this trip if you ever visit California. Make it if you have to walk. The air was filled with the sweetest music of your Eastern mid-summer song birds, and the delicious fragrance of the most beautiful flowers, and the daisies in the fields nodded and wished us a pleasant journey as we went scorching by at the clip of forty miles per hour.

All went well until we reached San Juan, where we had dinner and prepared to continue our trip. As I came from the hotel and started to the car, I beheld the innkeeper filling the tank with gasolene drawn from an iron barrel into a five-gallon can. Naturally, I felt depressed, and my heart went out to this man who was living in ignorance of one of the greatest

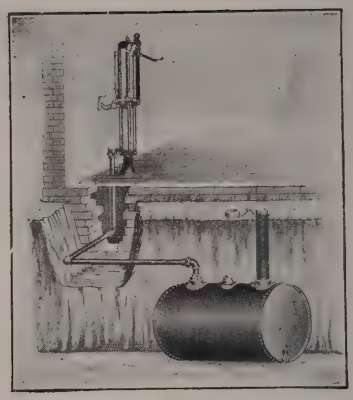
Continued Page 8



CUT 9. FIRST FLOOR OUTFIT



CUT 15. CELLAR OUTFIT



CUT 42. LONG DISTANCE OUTFIT

The Outfits That Will Handle Paint Oils

For the Paint Oil Trade

Do you realize the possibility for business selling tanks for Paint Oil? Do you know the needs of that class of trade, are you familiar with the style of equipment to be sold, and the talking points of that equipment? In other words are you prepared to go after and secure that kind of business?

What to Sell

First, what are the oils which we class under the heading of Paint Oils? They are numerous, too numerous to mention all of them but the names of those, which are as a rule handled by the average retailer of oils, are Boiled and Raw Linseed Oil, Turpentine and Dryer. These oils require the use of an up stroke pump, and the up stroke pumps are Cuts Nos. 9, 15 and 42.

Why

With the down stroke pumps, Cuts Nos. 1, 19, 25, 26 and their various adaptations, as shown in Catalogue No. 1, the cylinder is emptied on the down stroke, the oil being forced out the bottom of the cylinder. Consequently, when the level of the oil in the tank drops below the top of the cylinder, the cylinder is empty, and the oil sticking to the side of the cylinder and on the plunger, coming in contact with air, dries up and leaves a gummy, sticky residue.

With the up stroke pump the oil is discharged from the top of the cylinder as the plunger is drawn up. At the same time oil is drawn into the cylinder by suction through the valve in the bottom. Thus there is oil on both sides of the plunger, all working parts are always submerged in the oil and the air is kept away from the working parts. On the down stroke the valve in the plunger opens and the plunger floats through the liquid in the full cylinder.

The Paint Oils are sticky and heavy—carried in barrels and faucet tanks, they become gummy, clog the faucets, and by their weight often force the faucets open, causing the drip, drip, drip, that makes the oil room such a dirty, dangerous place.

Sell One Tank

The first difficulty that presents itself is that the merchant handles several oils and as each oil means a tank, he feels that the total investment is too great. Salesmen, who have made a success of this class of business, advocate selling one tank for one oil first, and the tank will sell tanks for the other oils later on.

As an inducement to place the entire order at one time, we are offering to discount where three or more tanks are bought at one time for delivery.

Bulletins

Bulletins No. 52 and No. 1001 show and describe the various outfits, and illustrate a number of the installations recently made. These bulletins can be used to good effect in talking to a prospect. The various accessories, bung faucets, barrel drainers, barrel tracks and other facilities for handling oils are also shown, and a full understanding of each will assist wonderfully in selling the Paint Oil trade.

And remember every argument in favor of a tank for Kerosene is multiplied many times when applied to Paint Oils.

What Can Be Done

There are wonderful possibilities in this line, and we want you to grasp them. A $500.00 order came in by mail last week from a territory in which we had no salesman. Only two letters were written to secure the order, the first asking for information, the second making recommendations and quoting prices.

The New Prices

W. D. INSLEE says the new prices make it easier to sell larger tanks. "My customers remember the prices on the one and two barrel tanks but not the five and ten barrel sizes, and I'm talking the larger sizes."

"The new prices give me a stronger argument on the superiority of Type "B" tanks. Heretofore the difference between Types "A" and "B" was not large enough to cover the added advantages which the tanks possess. Now the price bears out my claims."—F. M. KING.

J. G. RODMAN.—"If you doubled the price and I sold only half the tanks, my business would not suffer. My tank sales may drop off some but my total sales will increase, so it's all right with me."

"The matter of price has always been a bugbear. I remember when the price was $25.00 for a one barrel tank and it was just as hard or just as easy, according to how you look at it, to sell at that price as at the present price. A dealer is bound to object, no matter what the price, for it's his money he is spending. It's up to the salesman to prove the outfit's worth the money, no matter what price he asks or he cannot make the sale."—D. H. SHIELDS.

The measure of a man's success as a tank salesman depends upon his persuasive powers, his ability to convince the other man that he needs the tank, that the goods are the best, and that the prices are honest. Within reasonable limits, the price is not a determining factor.

—o—

Two Letters From Canada

"BERTHA, MINN., Oct. 13th, 1907.

"In replying to Circular Letter No. 176 I have to say that I have very carefully read and re-read the circular letter and will frankly state that as far as I can see at the present time it entirely meets with my approval. In fact it is doing just what I had intended doing myself when I got permanently located, and of course I appreciate the fact that the office can do this circularizing cheaper and more effectively than I can. Had I made a record of the effects of the circularizing that I have noticed the benefits from in the past few months in my territory, I believe I could give some very interesting data. I have noticed in several instances that customers have received a circular and they made mention of that fact and I could see by the twinkle of their eye that they were already interested, and my experience has taught me that when I find a man interested when I start with him, that he will either become the user of a BOWSER or hand me reasons that will warrant me in letting up on him.

"Now as to writing letters or sending circulars as mentioned in the letter referred to, I will say that I will leave that entirely with the office as to which seems the most adequate at the time. I will say though that I never did really approve of great long letters and have been trying to figure out some way to shorten them up, but you know as well as I do that there are so many good things to be said about The Bowser System that one cannot really write a letter about them without making it long.

"Wishing the circularizing system success through the land of operation, I remain,

"Yours very truly,

"J. W. MERICKEL."

—o—

"NANAIMO, B. C.

"I heartily approve of the plan as outlined in General Letter No. 176, and shall be very glad to have it put in operation in my territory. I think it will prove a very great help in this business, and is very much better than circularizing haphazard whether the traveler is in the neighborhood circularized or not. By the new system the traveler will arrive on the ground circularized while the matter is still fresh in the minds of the trade.

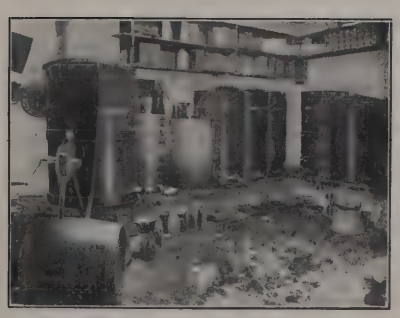
"Kindly send me samples of the circulars to be used.

"Do you circularize the Mills, Mines, Factories, Smelters, Garages, etc., etc., as well as the retail trade?

"I enclose 'Request' and await arrival of package of blank forms. Yours truly,

"A. C. GRANTHAM."

What the Bowser Accomplishes--A Comparison



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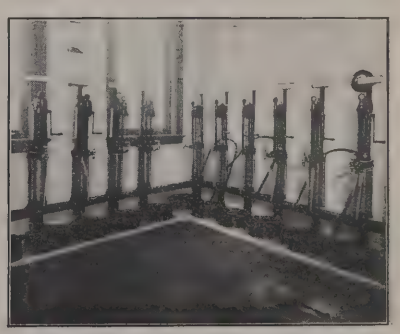


AFTER

These Are Actual Photographs

Concluded from page 5.

blessings of this life that ever befell mankind, and as I witnessed this awful sight, intuition told me that there was trouble brewing. It was dark now as we started towards the mountains which lay between us and our destination. All went well for awhile, when all of a sudden, the car in front went "chug," and the engine stopped, and as we pulled up to ascertain the trouble, our engine went "chug," and likewise "went dead."

It was eight o'clock when this happened, and I will not write here the remarks made by several members of our party during the next four hours about autos in general, and these two in particular, but if you have even been on top of a mountain at midnight, and the weather rather cool—as these California nights are—you can appreciate our predicament. We cranked our cars time and time again, but nothing doing, they wouldn't go, so at midnight, we gave up the attempt, put on the curtains, and "struck camp." Now an automobile is indeed a fine thing to ride in, but there is a great deal of difference between it and a bed, and as I lighted my last cigar, and settled down in the rear seat, we were given the "hoss laugh" by a couple of these much misjudged and misused deported animals in an adjoining field, which was not, under the circumstances, the most pleasant good-night I ever had wished me.

Well, we made the best of it until daylight, and we all felt like ten large "ice-cycles" when we emerged into the gray dawn of the morning. Again we tried to start the cars with no better success than the night before, and somebody suggested that probably they might be out of gasolene. We looked into the tanks, and the gasolene was there, but a thought struck me that something was wrong with it, that it didn't have the strength and power of the gasolene which we had gotten at the start, or at noon the day before.

In as solemn and impressive tone as I could command, I called the bunch around me and told them the trouble; that had this gasolene been drawn from a "Bowser" we would have long ago been at our journey's end. At first they gave me the same kind of a laugh that the horse did the night before, but nevertheless, I clung to my argument. About this time, a fellow came by in a wagon, and I stopped him and inquired the name of the nearest town. "Hollister," said he, "and ten miles away." Oh lucky thought! Now I had been at this town several weeks before and the garage there had a Bowser Cut 41. In a few minutes I had arranged with this man to go to Hollister and to this garage; no other place would do, and have two five-gallon cans filled from this pump and return as quickly as possible.

We continued our efforts to start up, all the bunch giving me the laugh as to my superstitions, but nothing doing. The Bowser Gasolene arrived in a couple of hours, and to convince this skeptical crowd, I insisted that no part of the cars were to be touched except the gasolene be changed. So we ran all the gasolene out of the cars on the ground, and started to put in what the fellow had brought. But here a new difficulty confronted us. The can was so high that in pouring it into the car we were wasting part of it and we didn't have a funnel or piece of hose to use as a siphon. "Just a minute, boys," said I, and I proceeded to take from my pocket a letter from S. F. Bowser & Co. expatiating on the merits of our L. D. U. G. Gasolene Outfit which I rolled into the shape of a funnel, and the cars were filled. After resuming our seats, and giving one crank, we were away like the wind, the bunch all yelling, "What's the matter with Bowser, he's all right."

Well we reached the end of our journey without a mishap and that night I sold the owner of these cars a Cut 41 L. D., and if you don't believe it, see my order No. 833.

The loss from shrinkage and evaporation of gasolene in an ordinary tank or wooden barrel, so experts claim and some of our salesmen too, I suppose, is 50% per month, but not so with the Bowser, and remember that although a few automobiles may run after a fashion with gasolene drawn from other than a Bowser, there are a great many others that won't even budge unless the gasolene comes from our outfit, "The Monarch of the World."

There is a moral here, and I don't think I'll have to draw you a diagram to put it into the gray matter under your hair, and 'tis this: "He who reads and expects to run—an automobile—must install a BOWSER OUTFIT." —J. G. R.

—o—

637 Lion St., ————, ————.
Sept. 18th, 1907.

Messrs. S. F. Bowser & Co.,
Toronto, Ontario.

Dear Sirs:—I am very sorry to have to trouble you, but I am desirous of gaining some information concerning your "Bowser Dog." I would like to know how these dogs are bred. Are these dogs good rat dogs and are they a good game dog? Furthermore, I would like to know the general weight of these dogs and their color. Also the prices on them at different ages. I shall be greatly indebted to you if you will give me this information.

Very truly yours,
HENRY W. ROGGER.

The above inquiry was sent in good faith and received at our Toronto office. Can you beat it?

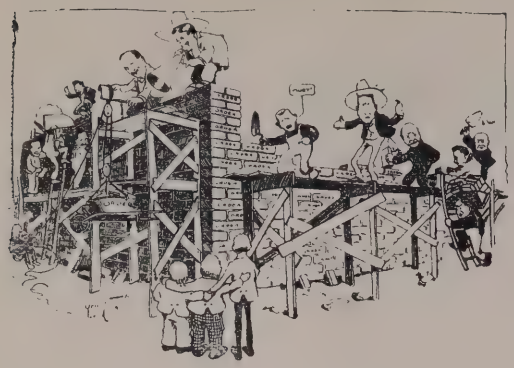
The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 2. FORT WAYNE, INDIANA, NOVEMBER 15, 1907. NO. 18

Ever go nutting? A crowd of fellows get together, and every one has his own way of getting the nuts. The value of the methods employed is judged by the results, and results depend more upon the persistency of the effort than on the club, or the rock, or the brawn of the individual.

There are many different ways of getting tank orders, but as long as the salesman keeps plugging along to the "sign here" stage, availing himself of every opportunity to get a tank order, the methods to be employed, will shape themselves to requirements.

The Final Efforts for 1907



It is especially needful that for the balance of the year, every man on the selling force of S. F. Bowser & Company bend his every effort to getting business. We want every one of you to work every day and by "persistent, consistent endeavor" make the closing eeks of 1907, weeks to be long remembered for the imper business secured in spite of obstacles.

We cannot specifically state just how each man shall proceed to do his share, but in general, the methods to be followed are as depicted:

Covering the ground carefully, driving wherever necessary, and missing no possible prospect.

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Keeping at it; stay with your man as long as there is a possible chance of selling him; if you've been persistent before, be doubly so now.

In short, digging up all the business that your best efforts can find in your territory.

So that every mail will find orders from every section and every outgoing train will carry tanks into your field.

It only needs this effort on your part to make the 1907 quota, for the effort will result successfully. A little extra hard work will counteract any bad effect the present money stringency may have worked in your territory.

THE FINANCIAL SITUATION.

The Boomer is not a financial paper and does not talk money except as it directly interests the salesmen. It feels justified, however, in making brief mention of present conditions because they occupy the center of public interest and every salesman with Bowser & Company is and must be concerned.

A careful survey of the financial situation fails to reveal any reason for serious alarm—banking experts, statisticians and business authorities all agree that a panic is impossible and that present conditions can only be temporary. The trouble would be over now if it were not for the lack of confidence among people who are not conversant with true conditions.

> What is most needed just at present is that our citizens should realize how fundamentally sound business conditions in this country are, and how absurd it is to permit themselves to get into a panic and create a stringency by hoarding their savings instead of trusting perfectly sound banks.
>
> These are facts; and I appeal to the public to cooperate with us in restoring normal business conditions. The Government will see that the people do not suffer if only the people themselves will act in a normal way. Crops are good and business conditions are sound; and we should put the money we have into circulation in order to meet the needs of our abounding prosperity.—*Extract from Letter of President Roosevelt.*

The trouble was precipitated by an effort to corner the market on copper—the effort failed, so did the men back of it. These men were connected with several prominent banks and depositors in these banks were alarmed. They withdrew their money, starting runs, and failures resulted. It wasn't a lack of trade, but a gambling operation in Wall Street that started it. And immediately millions of dollars were withdrawn from banks and put into private vaults, stored away in socks, etc., i. e., withdrawn from circulation. Confidence in banks had become impaired because certain banks were in the control of gamblers.

The country itself is prosperous, crops have been good and a ready market waiting for crops—building operations have been large, manufacturing extensive and the demand exceeding the supply.

No panic can occur under such circumstances. Review any panic of bygone years and you will find associated with it a crop failure, a lack of market for manufacturers, and a vast overproduction of manufactured goods. A good crop means money for the farmer with which to buy from the retailer—means money to the retailer for goods sold the farmer—means money for the manufacturer received from the retailer.

J. J. HAZEN, advertizing manager of Life, sums up the situation in a purported conversation with Uncle Sam, of which the following is an extract.

"Uncle Sam, I have been hearing a lot of pessimistic talk about the financial situation, and I am complaining and insisting that the bottom is going to drop out of the entire universe, and I have been running around a bit to see what the matter is."

"And what is the matter, Uncle Sam?"

"Nothing. Most every crop is a bumper; every wheel is turning so fast that the sparks fly."

"Then what are the pessimists howling about?"

"They are not howling, LIFE, except in New York, and I will tell you what the trouble is here. It is the natural instinct of every man to raise something, as we were all agriculturists not so many generations ago. Here in this big city you haven't any land on which to raise corn, wheat and potatoes, so when the New Yorker feels within him a burning desire to raise something, he goes out and raises—well, you know what he does, and that's what they have been doing in Wall Street."

As the trouble is not due to a lack of money, it will be over as soon as confidence is restored and this reaction has already set in. This is being aided by the import of over $60,000,000 or gold and the coinage of a large amount by the government and the placing at the disposal of the banks, a part of the vast balance in the United States Treasury. It will be augmented by the individuals as they return their withdrawn deposits into the safe keeping of the banks.

Salesmen can do a vast amount of good in restoring confidence by seeming sure that the country is all right. Stop talking poor business at every opportunity and spend that effort in getting business. Talk good times and with 1,000,000 salesmen talking prosperity, the buying public is bound to believe it and loosen their grip on the pocketbook. Try it—it's a sure bet you cannot sell goods talking hard times. Talk prosperity, you've good reason back of it.

STOP YER KICKIN'.

Stop yer kickin' 'bout the times;
Get a hustle on you.
Skirmish 'round and grasp de dimes,
If the dollars shun you.
Croakin' never bought a dress;
Growlin' isn't in it.
Fix your peepers on success;
Then go in and win it.
Times is gettin' good agin—
Try to help them all you kin.

Don't set 'round with hangin' lip,
That is sure to floor you.
Try to get a better grip
On the work before you.
Put some ginger in yer words
When you greet a neighbor;
Throw your troubles to the winds;
Git right down to labor.
And you'll notice every day,

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND

H. B. HARPER, : : : : EDITOR

On the First and Fifteenth of each month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

"Procrastination is the thief of time,
Evaporation is the thief of oil.
A Bowser Tank so very fine,
Will save the worry, waste and toil."

"Consider, good friend, consider the waste,
From that barrel or old tin can.
I think a man with your good taste,
Should consider the Bowler Plan."

—SHIELDS.

—o—

SYSTEM COUNTS.

R. S. Johnson uses the following system of work: Uses Index Book which contains the names of firms and the titles of men upon whom he calls. Thus he does not trust to memory, and makes no mistakes by forgetting the title or the relative importance of the man.

DIARY.

He also uses a diary book in which he notes his daily calls with a brief result of the calls. In this diary he carries a memo forward to the date he is to see them again.

INDEX CARDS.

At night he posts his diary on the Index Cards, thus bringing up to date each case. These cards are then placed ahead in his Card Index System to the date upon which he is to make the return call. The cards are 3x5".

DAILY MEMORANDUM.

Each night he makes up a sheet which contains the names of the cases he will handle on the succeeding day; thus each morning he has planned for him the work for the day.

PRICE.

No salesman can handle our line for any length of time, calling as he must frequently do, upon parties already sold, without becoming fully convinced that the salesman who placed the outfit conferred a favor on the buyer. No merchant handling oil in our outfit would ever think of reverting again to old methods. This we all know. Our knowledge should not be merely a kind of knowledge, but a practical working

—o—

"In reply to your letter under date of ————, asking for some of my experiences as to my first sale. I consider my first sale, still, the hardest contract I ever closed.

"When I felt Fort Wayne, January 10, 1906, I had in my pocket $40.00 and by the time I reached my territory I had just $19.00 of a balance. My first day with the grip was Monday. I was full of hope and my ambitions were at fever heat, for I was so anxious to make a good showing if for nothing else than to show S. F. Bowser & Co. that I appreciated the way they had treated me while at their offices.

"All day Monday I trudged along looking for a prospect, but not a single man gave me the slightest hope of ever selling a tank. Tuesday morning was up bright and early, going over the catalogs looking for talking points and trying to obtain a better knowledge of my article, which I was depending upon for a future living. I worked hard on Tuesday, but still no sale.

"Wednesday morning I was a little blue, and it looked as though I was going to lose out, but I took the grip and started off. During the day I was very persistent with one man that I considered was badly in need of a Bowser and for my persistency I was told I should not take up any more of his time. Still no order.

"Thursday I attended a funeral of a relative and a couple of hours' work, and no sale for Thursday.

"Friday morning I was running short of money, I made up my mind this was my last day unless I made a sale. At about 10 o'clock I stepped off the train at a little town that had two stores. I went into the first one and they were using a Bowser, it was a Cellar Outfit of the Lift Type, one-half gallon capacity. I tried a new tactic—I sat down my grip and looked at it for a few minutes while my merchant was waiting on a customer. I then introduced myself as the Bowser man, but said I was only around looking after the old outfits, and seeing how they were working, and if they were still all O. K. Then he said, 'No, our tank has been leaking a little for some time, I am going to take it down to the next town and have a new bottom put in next week.' Then I said: 'Well, before you do that, let me show you what our firm has done since

PERSONALS

Messrs. QUARLES and MCCRACKEN, who divide Philadelphia between them are stirring up a lot of good business in the Quaker City.

The Boomer extends its thanks to C. C. BARNET and F. M. KING for two excellent ideas in classifying salesmen. We wish more salesmen took the same interest.

F. B. HOMSHER writes: "Outlook for business is fine down here (Southern Indiana), sure to close some nice orders this week."

J. C. LADD, whose health necessitated his going to Utah, has purchased a ranch in one of the fertile valleys there and writes very glowing accounts of its beauty, the climate and the outlook for business. Mr. Ladd says he can stand on his porch and looking across his orchard now in full leaf, see the snow-capped peaks of the distant mountains.

GEORGE E. BOWEN informs us that on a recent hunting trip in the marshes south of Beaumont, Texas, he bagged twenty-seven ducks. "We all eat duck, George, but some of us Missouriites have to be shown."

W. I. MCCALL, Oklahoma, writes that the financial depression has had little effect on the tank business in his territory, accompanying the statement with several orders.

F. M. KING, Texas, is attending the Interstate Fair at San Antonio, where we have an exhibit. He writes that business promises to be fine after the fair.

The Machine Shop at the factory is running two shifts of men, a day and a night shift.

T. K. SHANNON, formerly manager of the Otto Sales Company, St. Louis, has entered our employ and will represent us in that city. His early orders give notice that he intends to be a winner.

Down in Kentucky, the tobacco growers are holding their tobacco, the grocers are carrying accounts for indefinite periods and there is just as much talk as anywhere about money trouble, but MAX HEINTZE says it is not hurting the tank business a particle.

E. R. BIRD, Washington State, credits his excellent showing in large measure to circularizing.

The sick list of the past two weeks was augmented by the names of J. H. MEDSKER, I. L. WALKER, F. M. ALSDORF and R. E. FINNEY. These men are again on their feet and report that a bunch of orders can be looked for.

R. B. LIPES, Missouri, W. H. STRAUGHN, Kentucky, MAX HEINTZE, Kentucky, J. R. HARPER, Wisconsin, visited the factory during the past two weeks.

R. S. JOHNSON, while at the factory this week, offered a very fine argument against barrel storage or rather he put a new dress on the argument that makes it decidedly more effective. "A wooden barrel absorbs oil, just naturally soaks it in like a sponge, and there are twenty-two square feet of inside surface to the ordinary barrel. That means twenty-two square feet of lumber absorbing oil continually as against a Bowser Tank of galvanized steel that neither absorbs or causes the oil to adhere."

As The Boomer goes to press we note a big factory order secured by G. W. BIGELOW and another from E. M. CASKEY, three factory orders from J. M. SITTON, three more from J. L. HOLMES, all indicating that business conditions have not been seriously affected.

SELLING ARGUMENTS HOT FROM THE FIELD.

Concluded from Page 4

you bought.' (Then came forth the royal model.) I showed it to him with all its latest improvements, and by this time it was noon, and as he keeps the road men, of course, I stayed right there and had dinner.

"By the time dinner was over, in came his partner, who was a teamster in the woods. Then my troubles began, for he wanted to sell out and would not consent to even trying it. Then I took each man separately, and by 3 p. m. I had my first order and that was an exchange order.

"I could go into this in detail, Mr. Editor, but you can help me out a little as I am not much of a newspaper man. I have done the best I could, and have given you the facts in my way of putting them, so just take them for what they are worth to you."

—L. D. KAMP.

HE SET A DATE.

A merchant in a Wisconsin town who had a Swedish clerk sent him out to do some collecting. When he returned from an unsuccessful trip he reported:

"Yim Yonson say he vill pay ven he sells his hogs. Yim Olesen, he vill pay ven he sell him wheat, and Bill Pack say he vill pay in Yanuary."

"Well," said the boss, "that's the first time Bill ever set a date to pay. Did he really say he would pay in January?"

"Vell, aye tank so," said the clerk. "He say it ban a dam cold day ven you get that money. I tank that ban in Yanuary."—*Harper's Weekly.*

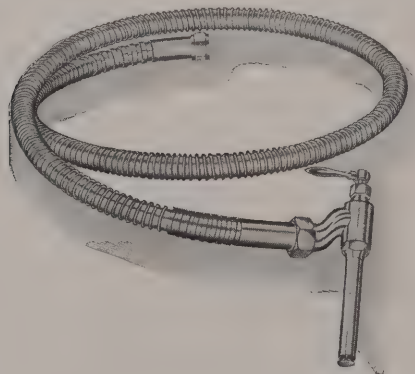
Ed. Note.—The tanks mentioned are not Bowser Tanks.

A NEW TRANSFER PUMP.

To meet a demand for a stronger, heavier transfer pump, we have just placed on the market a Force Transfer Pump, built entirely of brass.

Cut 17 All Brass Transfer Pump.

This pump is made in the same sizes as is the Cut No. 20. The discharge arm and suction pipe are made of seamless brass tubing. The pump is closed at the top and the plunger operates through a stuffing box, forming an air-tight chamber and so forcing the oil through the discharge arm, no matter how fast it is pumped.



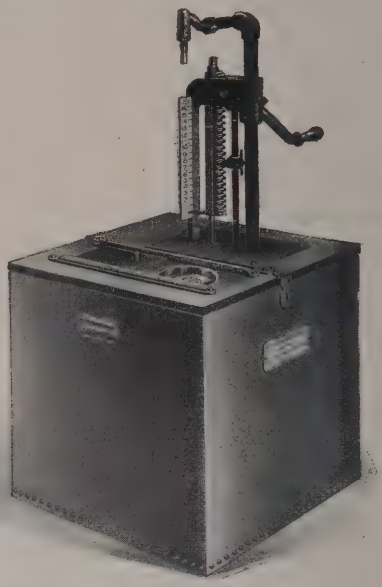
All Metal Hose with Cut 131 Portable Nozzle.

We are now in position to supply an all metal hose for gasolene and other oils in place of the special rubber hose. This hose is so made that it is extremely flexible and as nothing but metal comes in contact with the liquid, the hose is practically indestructible.

We have a large stock of this in eight-foot lengths

knowledge, and if we carry around with us a sens its significance at all times, price should appear lo stead of high.—F. M. King.

LARGER CAPACITY LITTLE GEM CABINE



Cut 72, Type "B" Little Gem.

The Little Gem Lubricating Oil Cabinets, "A" and "B," herebefore manufactured in five an gallon sizes, will hereafter be manufactured and in twenty and thirty gallon sizes.

A SUGGESTION TO BOWSER USERS

H. E. Merritt sends in the following—a copy "ad" running in the daily papers:

THE BROADWAY GROCERY.

CHAS. FIEDLER.

SELLS PURE KEROSENE.

Repeated complaints have come to us on acco impure kerosene, or what was termed as such b users. The fact is that few people give keros chance to show its proper qualifications. The chant in the first place sells kerosene that is not He keeps it in a receptacle that is not air-tight an particles accumulate in the reservoir. Thes pumped into the customer's can, and find their wa the lamp. These dust particles eventually find way into the wick, and check the flow of oil an affect the light. Customers should keep clean c they desire to get results. The lamp wicks sho changed often—do not use the wick this fall th remained in the lamp all summer; you will not g sults if you do. We have just installed a Bows Tight Tank and assure our customers the oil w is absolutely free from dust particles, and wil results, if properly used, i. e., taken from clea and placed in clean lamps, where it will pass th new wicks. Try our brand—you will be satisfied

CIRCULARIZING.

Advertising is today recognized as a necessary ad- t of business success—the man who does not ad- ise must give way to the man who does. Today advertised product is bought to the exclusion of which seeks no publicity. Take shoes, or hats, n powder, soap, pianos or stoves, breakfast foods anned goods, and you will find the largest money ers are the heaviest advertisers. Millions are t every year just to acquaint the public with the ts of even the lowest priced and most commonly products. Name any article of food, wearing rel or household furniture and you immediately of some particular brand that you have seen ad- sed. There springs up before your mental vision, m of Wheat, Grape-Nuts, H. S. & M. suits, Doug- shoes, Kalamazoo stoves—some name that you seen in print.

Fortunes have been made out of the simplest de- solely through advertising, while on the other , many a meritorious article is never heard of be- the doorstep of its inventor, because he did not laim its merits by advertising.

So accustomed has the public become to advertis- hat it views with suspicion any unadvertised pro- . Advertised goods are much more easily sold others and the profit on the excess sales which rtising brings pays the cost many times over. 's the secret—it pays, hence the shrewd business advertises.

Now then—a Bowser salesman is a business man, usiness being to place as many tanks as possible s territory. The more tanks, the more profit, and arrangement which will tend to increase the sales out materially raising the selling cost, must be re- ed as beneficial to the salesman and should meet the salesman's approval.

Bowser & Company have always believed in and a great deal of advertising, and of all the various ns employed, advertising by circularizing has been en to be the most effective advertising. It means every retailer of oil in a certain territory has d in his hands a striking, forceful piece of printed er which calls to his attention facts of vital im- nce to his business. There's no dead circulation, piece of printed matter goes where it will do some . These circulars are read, the reader is inter- , his attention has been forcefully called to certain itions with which he has been familiar, but which new not how to overcome. He writes for prices, nquiry is referred to the salesman and having the ry as a lever, a sale results.

But direct inquiries are not the only results—each lar sent is an introduction for the salesman—"I esent Bowser & Co." "Oh, yes, I read one of pamphlets," and the opening wedge is in. The man who circularizes his territory is selling a that is already known in his territory, and for which a desire has been raised through advertising. He is applying locally the same means that all successful business men have found absolutely essential to success—Publicity.

The average cost per county to circularize your territory is eight dollars. If it leads to only one extra sale, the advertising is more than paid for and each additional sale is simply added profit. We are certain that circularizing will result in an average of more than one sale a county, that is, one sale directly traceable to the circulars sent and not counting the sales you might have made anyway, but which came easier on account of the advertsing.

We are, therefore, urging you to invest in something that our experience and the experience of certain of our salesmen has taught us will pay a 100% or greater returns. Looks sensible, doesn't it? Try it out—take a county that you expect to cover three weeks from now, order it circularized. The results will astonish you, especially if you have not previously been converted to the idea.

Then just a hint—the wise man advertises heaviest when business is poorest because obviously he needs business then the most. If the financial stringency has affected your sales, try a little circularizing tonic. It will put new life into the territory.

—o—

DON'T LET FEAR RUN BUSINESS.

By Ernest Keith Heilway in Chicago Tribune.

Of what earthly use is a soldier who drops his musket and takes to his heels at the first onslaught of the enemy? Where would a nation end with an army of such soldiers? Where a business?

At present this country stands face to face with a most absurd enemy, who came like a bolt from a clear sky and wholly without cause.

That enemy is Fear.

Are you a good fighter or are you a coward? Are you going to lay down arms before this imaginary fictitious apparition, or are you going to "march breast forward" and help break down this fear in the minds of your customers?

There is no reason why merchants or any one else should be alarmed. The backbone and foundation of this nation is its integrity and natural resources, which are in most superb condition. In fact, the land "flows with milk and honey." The only trouble is the people (some of them) are scared stiff.

And about what? Absolutely nothing. It's just like a cry of fire in an opera house where no fire exists.

Fear is no person, place nor thing. It has no actual cause—no real power. In the presence of confidence it becomes absolute nothingness and vanishes as darkness before the light.

When a snag is blown out of a river by dynamite the noise creates excitement, but the snag being removed leaves the river clear. Several snags are being removed from the "financial river," but the explosions should cause no alarm. With the snags removed this country's prosperity will flow on greater and more powerful than ever.

Which side are you fighting on—fear or confidence? Every word you speak, every thought you think, has power for good or evil. Think it over and be an optimist.

C. H. FRENCH DAVID HEALD

LONG DISTANCE TELEPHONE

French & Heald

MAKERS OF FURNITURE

CHAMBER SUITS, CHIFFONIERS AND SIDEBOARDS

Milford, N.H. Nov. 7, 1907

S. F. Bowser & Co.,
255 Atlantic Ave., Boston, Mass.

Dear Sirs:

We have for many years been users of oils, shellacs, naptha, varnishes, and goods of this kind, and have sustained for a long period a good many losses in leakage of these goods, in the expense of handling them without facilities, and in not being able to check up receipts of these goods in the proper way. We became interested in your system more than a year ago, but it was not until last June that we ordered it installed. Since we commenced using it we have become firm friends of the system, and it has worked to our entire satisfaction. We have been able to check the exact amount of goods in barrels received. We are able to pump all of our material to location where used, and this saves us a good sum in the course of a year. We are highly pleased with it, and every detail works to our entire satisfaction.

We cannot understand why users of material of this kind do not see it is to their advantage to install a system of this kind. We have nothing in our works which has worked so much to our benefit as this system in question.

It has also saved us a large sum in insurance. Taking it altogether, the amount saved in our case has been large, and we are thoroughly pleased with the whole installation.

You are at liberty to mention our name to anyone who is a prospective customer, or to bring them to our factory, when we shall be very glad to show the system up to such as would be interested.

Yours truly,

FRENCH & HEALD.

Supt.

Dic.ESH-D.

A Guarantee of Quality

Artistic Designs
Superior Workmanship
Excellent Finish

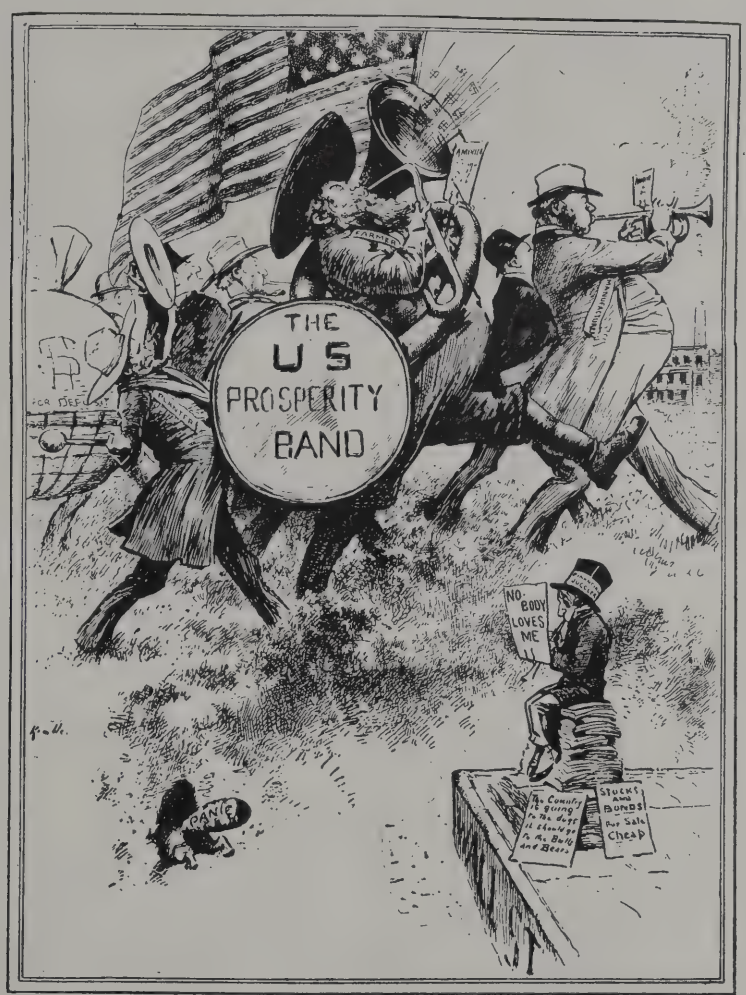
Oldest and Largest Furniture Manufactory in New England

Established 1856

The above voices the opinion of one of the best known furniture manufacturers in the East. The liquids include naptha, varnish and shellac.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 2. FORT WAYNE, INDIANA, DECEMBER 3, 1907. NO. 19



That the financial juggler, the manipulators of watered stock and similar money sharks are the men chiefly affected by the recent upheaval is the concensus of opinion among men who have made such matters a study. General prosperity is unaffected and the above carton by Kimble and which appeared in a recent issue of Colliers aptly depicts the situation.

A WORD FROM MR. SAVERCOOL

E. M. SAVERCOOL

The following as a postscript added by Mr. Savercoal to a letter he had written to some of the salesmen in the eastern division. Mr. Savercoal was in the field in 1893 and was one of the men Bowser & Co. depended upon to carry them along. He knows what panic means and talks not from hearsay but from actual experience:

Since dictating the foregoing we are in receipt of General Letter No. 180, written by our General Manager, Mr. A. Z. POLHAMUS, I earnestly request that every salesman read and re-read this letter from our General Manager. A few thoughts come to my mind which will not be amiss, and which might be interesting to our representatives.

Mr. POLHAMUS has conducted our business as General manager for many years. I consider his judgment and his advice in regard to business to be excelled by no-one's. Anyone of the old salesmen who have been with the firm for many years has in the past had plenty of evidence that this is a fact. MR. POLHAMUS speaks of the "panic" in 1893. This brings to the writer's memory some events which happened about that time and which by relating should bring renewed courage to any representative of the Company at this time.

In the early part of the "panic" which culminated in 1893 the writer had passed thru a very trying experience, having lost a great deal of money in bank failures and the failure of several companies in which I was heavily interested. In '93 I was selling Oil Tanks for "Bowser" and at the very worst time during the disturbance was located at Birmingham, Alabama, that being one of my largest towns. There were, if I remember rightly, twenty-one iron furnaces in that district, with nineteen of them shut down and two running on very short time, and pig iron selling at much less than it cost to produce it. At that time I had indelibly impressed on me that a man who did not have courage, pluck, perseverence, and did not work doubly hard or who talked too much hard times was sure to lose his position and if he lost it he could not get another and unless he had funds the only alternative was the "free soup-house" which was established by the ladies of the different churches in the different cities thruout the country. It might not be amiss to state, as MR. POLHAMUS says, that ours was the only factory in Fort Wayne and one of the few in the country whose traveling salesmen all kept going and getting business and whose factory did not shut down. It was a case of absolute necessity that we were obliged to sell goods. Our living depended on it.

I at that time heard salesmen in hotels, one ask the other: "How is business?" The reply: "On the bum. Have not taken an order for four weeks. No use; going to lie around this hotel a while and save expenses." The same fellows inquired of me as to business. I told them it was "first-rate; getting an order or two all along down the line. Couldn't complain; working a little harder than usual." There were times when things looked a little "blue." I always figured according to the law of averages, that if I kept on going I was bound to get business.

At that time, as at the present, MR. POLHAMUS was managing the business and encouraging us, in fact demanding that we by renewed effort get a paying and satisfactory business and MR. S. F. BOWSER was hustling around to get the money to send us to keep us going. You may rest assured that we had confidence in each other and we worked in harmony all along down the line from the President to the office force, and if we had not done so we would have all been selling something besides Bowser Tanks at this time.

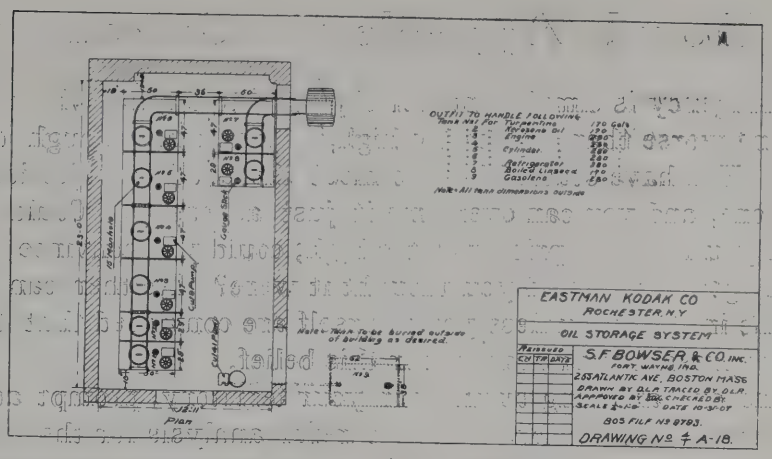
I remember later of traveling in Mississippi in the midst of the Bryan campaign when "free silver" talk was hurting business to a great extent thruout the whole country. The first question I got when I went into a plantation store in that territory: "How is 'free silver' up your way?" I courteously advised the man, whom I hoped and was obliged to sell, that I was not selling "free silver," was only a traveling salesman selling Oil Tanks. That was my business and I could tell him where he could make money by buying my goods but I did not know a thing in the world about "free silver." At that time cotton was selling at 4 1-4 cents a pound, costing 5 1-2 and 6 cents to produce. An average plantation store handled six barrels of oil a year. A dealer who had a very large business in oil would sometimes advise me that he handled as much as twelve barrels a year. That man was a sure thing for a sale of two tanks, as he handled "white man's and nigger's oil."

I can remember having been sent by MR. POLHAMUS to Iowa and a portion of Nebraska, when, during the season there had been no rain and corn, on which the people depended practically, was entirely burned up by the heat and the record shows that we got orders, for the reason that I stayed in the territory for some time, and could not have stayed unless I had secured some business.

My memory carries me back to the time when traveling in Kansas in a section where corn was the only money crop and it was sold for 17 cents a bushel f. o. b. cars at shipping point, not a very cheerful outlook for a specialty salesman.

I have in the old days, under adverse conditions, with nothing to sell but Kerosene Outfits, sold as many as eleven different merchants in one day and at other times I remember having gone as much as two weeks without having made a sale, always endeavoring, however, to have the month average up all

(*Concluded on Page 6*)



The reduced fac-simile of blueprint herewith shows in detail the outfit which Mr. Bigelow has just sold to the Eastman Kodak Co., of Rochester, N. Y. It consists of the following equipment of Cut 9 and 41 outfits:

Tank No.	1	for Turpentine	170 gals.
"	" 2 "	Kerosene Oil	170 gals.
"	" 3 "	Engine Oil	280 gals.
"	" 4 "	Engine Oil	280 gals.
"	" 5 "	Cylinder Oil	280 gals.
"	" 6 "	Cylinder Oil	280 gals.
"	" 7 "	Refrigerator Oil	280 gals.
"	" 8 "	Boiled Linseed Oil	170 gals.
"	" 9 "	Gasolene	280 gals.

Further calling attention to the fact that business is to be had by "going after it", we cite the order just secured by Mr. Edward Eryld. This extensive outfit is to be installed in the plant of the H. H. Franklin Automobile Co., N. Y., and consists of 12 Tanks and Pumps, as follows:

Tank No.	1	for Monogram Screw Cutting Oil	120 gals.
"	" 2 "	Turpentine	120 gals.
"	" 3 "	Lard Oil	120 gals.
"	" 4 "	Kerosene Oil	120 gals.
"	" 5 "	Arctic Engine Oil	120 gals.
"	" 6 "	Raw Linseed Oil	120 gals.
"	" 7 "	Boiled Linseed Oil	120 gals.
"	" 8 "	Alcohol Oil	120 gals.
"	" 9 "	Monogram Medium Oil	120 gals.

Tanks Nos. 1 to 8 are the standard Cut 9 while Tank No. 9 is a Cut 41. There are, in addition to the above, two (2) Cut 63 outfits for Monogram Medium and Arctic Engine Oils, each of 120 gallons capacity, also one 4-barrel Type "C" Storage Tank.

A particular feature of this outfit is that Tanks No. 1 to Nos. 8, Cut 9 outfits, are to be finished in white enamel with black enamel pumps, making a very handsome contrrast.

Money is Not Scarce, Just Scared

How It Appeals to a Salesman

This money stringency is simply another objection to buying which the salesman has to overcome. It's no worse than "Price too high," "Don't use enough oil," "My tank's good enough," etc. You have studied how to meet these other objections, now study to overcome this new one, and you can overcome it just as easily. Could you talk against "Price too high" if you felt that price was too high; could you convince the merchant that his old tank was not good enough, if you thought it were? Neither can you sell the merchant who sees panic in the air, unless you yourself are convinced that there is no panic, and can intelligently present your reasons for this belief.

But if conditions are affecting business in your territory, prompt action on your part is necessary. You must immediately take a careful analysis for the situation, disabuse your mind that the country is on the verge of ruin, collect as many cheerful facts as you can regarding things right in your own territory, and build up a line of convincing argument to meet this new objection to spending money for an oil tank.

The fact that it is a new objection to so many men is the reason of its flooring them. The merchant has a stronger line of talk than the salesman simply because the salesman has not gotten down to the serious work of considering the matter from the correct standpoint, instead of the customer's fictitious one.

WE MUST HAVE THE DOLLAR NOW.

(Saturday Evening Post.

In the monetary crisis of 1893 gold flowed rapidly out of the country. Europe drew a hundred millions of the metal from us in that year.

If you are hungry and somebody takes away what food you have, recuperation, obviously, will be slow. Within a few days following the monetary crisis of 1907 we drew twenty-five millions of gold from Europe, and sharp advances in European discount rates did not at once check the movement. Our need of gold was, in fact, much more urgent fourteen years ago; but we couldn't get the metal. We simply did not have the financial power to command it.

We have that power now, and the fact gives, in a nutshell, the difference between the two periods.

In 1893 we could give no conclusive assurance that we would pay in gold. Our legal dollar was "coin", which might mean a hundred cents worth of gold or sixty cents worth of silver. Europe was disinclined to take the chances. The law of 1900, making gold the standard, removes that handicap.

But there is not much use in having a gold dollar on the statute book unless you have it in your pocket, too. One of the forerunners of the real panic was a pretty universal condition of insolvency among those concerns that made a special business of lending money on western farm lands.

In 1892, 1893 and 1894 the west was broke. Production of wheat and corn those three years was under six billions bushels against ten billions in 1904, 1905 and 1906; wheat averaged 55 cents against 78. Cotton production was 23 million bales against 35 million the last three years; the price eight cents against eleven. Total bank deposits in 1893 were four and one-half billions against twelve and one-fourth billions now. In 1904 the treasury's stock of gold was sixty-four millions against 280 millions in October, 1907; total gold in the country, 598 millions against 1,432 millions. Everybody now knows what Uncle Sam's dollar is, and that he's got the dollar.

WHY 1907 IS NOT ANOTHER 1893.

But for these special causes, which kept the business in a state of unrest and uncertainty for four years, the effects of the panic of 1893 would probably have passed away, as those of the equally sharp panic of 1857 did, within six months. But even apart from these the country was in no such condition to cope with a depression as it is to-day. While our population has increased by only about one-third our wealth has nearly doubled. We have added something like fifty billions to the value of our property in these fourteen years. Our deposits in national banks and savings banks, which were a little over three billions in 1890, were more than seven and a half billions at the last returns. That is to say, the bank deposits alone would pay now for half of the entire railroad system of the United States. Our mines produced gold to the amount of $35,955,000 in 1893; their product went up to $96,101,400 in 1906 and is expected to exceed a hundred millions this year. In the three years ending with 1893 we had sent away the entire product of our gold mines and had $53,987,423 less gold in the country at the end of the period than at the beginning. In the three years ending with 1907 we have kept our entire domestic product of about $282,000,000, and have added nearly $82,000,000 of foreign gold. Instead of an export merchandise balance of $223,704,572 in three years we have had one of $1,364,780,302. Our discordant and experimental industries of 1893 have been harmonized and brought into close touch with the demands of the market. Our loose-jointed railroad systems, hastily flung over vast stretches of wilderness, have been rebuilt, with growing commonwealths about them.

PERSONALS

C. H. KELLY is open to interrogation as to the why of his investing in a new English walking suit, and then announcing his intention to spend the holidays in Woca, Texas. Rumor has it that the genial and rubicund Kelly, so long looked upon as a confirmed bachelor—but then rumor may be wrong, or at least premature. Mr. Kelly has our best wishes that his stay in Waco will be very pleasant.

J. THEO. SMITH, down in Mississippi, is one of the men who hasn't heard about the panic. During November he sent in forty orders, all good, straight orders for No. 1 outfits, and thirty-six at standard terms.

D. WARD, up in the Northwest, a friend of the Cornells signed as a salesman, but circumstances were such that he could not, at the time, come to the factory for instructions, and territory assignment. He was sent a model and an order book and given permission to work in a couple of counties. He has worked out his own salvation, has made money, and is enthusiastic over possibilities.

R. L. DUNCAN'S October business totaled ninety-three points, while for November, up to the 20th, he had secured one hundred and forty points. Speaks rather bad for hard times, eh? Out of twenty-three orders secured, twelve were for gasolenes, ten of these being Long Distance.

C. C. BARRET'S business for November totaled 275 points, the high-water mark for the month. This beats his October business about fifteen points. Mr. BARNET may well be proud of that record.

Up in Canada, three men have been pushing each other hard for November business, and each finished with a splendid total: W. RORERTSON, 162 points; THOS. CRAGG, 146 points, and A. E. MOFFETT, 136 points.

J. G. RODMAN reports fine business prospects in California. Money has been a little tight and not very loose yet, but closed with 136 points for November.

For FRANK LAUGHREY, November was the first month on the Pacific coast, and, of course, he needed a little time to get acquainted. In between, he was able to dig up 123 points.

C. H. BUNTING, a new man in New York State, secured a fifty-two point order from a garage as a start for Christmas expenses. The Editor is reminded of the old nursery rhyme:

Bye, Baby Bunting,
Papa's gone a hunting, etc.

Pa Bunting's hunting is the successful kind, all right.

This morning's mail included two splnedid orders from W. E. JENKINSON, one 140 point for a paint oil store and one 48 point for a garage. That's a mighty promising December start.

Reading over the foregoing personals, our attention is drawn to the fact that good reports are not confined to any one section. Just note, if you will, the widely separated regions from which good business has been gathered.

A PERSUASIVE SOLICITOR.

A. S. Stata, who represents us in Minneapolis and St. Paul, was, previous to his entering our employ, a successful book agent and the means employed by him to secure his first position at least show determination and resourcefulness. The story is told by the manager of the publishing house.

"We had out an expensive religious book and had advertised for agents to handle it.

"Among the numerous applicants was a tall, lanky youth. I asked him if he thought he could sell books, and he said that he reckoned that he could.

"Very well," said I, "I'll see what you can do. Take this book and consider that I am your intended victim. The price of this book runs from $2 to $4, but you must always endeavor to sell the highest priced book, although it is no disgrace if you only succeed in selling me a cheaper book; if you succeed in selling me a book I will hire you. Now go ahead.

" 'Ye don't wanter buy a book , do ye, mister?'

"I smilingly answered that I did not.

" 'Better buy one,' said he. 'I'll sell it to ye pretty cheap.'

" 'Get out of here!' I yelled, pretending to be mad. 'Don't you see that sign 'Book Agents Not Wanted?'

" 'I'll let ye hev one fer $4, mister, seeing' it's we,' said he taking off his coat and throwing it on the floor.

" 'I'm afraid—' I began.

" 'Four dollars, mister, an' cheap at the price,' he added, as he rolled up his shirt sleeves.

"I didn't like the looks of all these war-like proceedings, and declared the test off, But he refused and gave me three minutes to 'dig up' the price of the book.

"While I was trying to make the fellow understand that the joke had gone for enough he jumped on me.

"I didn't stand the ghost of a show with the husky youth, and I soon found myself on the floor, with the would-be book agent sitting upon me, saying something about a book he would sell me 'powerful cheap.'

"To save my life I reluctantly consented to take one of the $2 kind. He was sorry, but only sold the $4 kind.

"He allowed me to get one hand loose, and I produced $4, whereupon he released me, and wanted to know how soon he could go to work.

"I kept my word and hired him, sent him as far west as I could for fear he would take it into his head to sell me a complete library."

Were you ever in a town when a tornado had been announced, and watch the inhabitants scurry to safety, hunting cellars, basements and similar holes in the ground, there to hide until the storm was past? In some sections, it takes only a rumor, an idle jest to start the ball rolling, and in a mighty few minutes the village is deserted.

Somebody said: "Financial tornado coming," and a similar result was accomplished in the business world. Grabbing up their available cash, they have hunted their holes in terror and just as fear of the wind spreads, so has spread the fear of a money panic.

Fear begets fear, and one of the most discouraging things about it is that salesmen are helping it along. Gathering in hotels, in trains, on street corners, they talk "No business;" and what's the use? Does it get business? Not a cents worth. It simply hinders the return to normal conditions. Talk good times, convert yourself. Every man talking prosperity can quickly influence ten more and in mighty short order, business will resume normal conditions.

A WORD FROM MR. SAVERCOOL

Concluded from page 2

right. At that time the average order was about one-third the amount in selling price compared with the present.

Referring to confidence and courage, I was in a lilttle town in Iowa years ago. At that time our factory was built entirely of wood. I picked up a Chicago paper and on the first page read as follows:

"Bowser Oil Tank Works at Fort Wayne entirely consumed by fire. Insurance nominal."

I went back into the hotel and wired Fort Wayne as follows: "See works destroyed. What shall I do?"

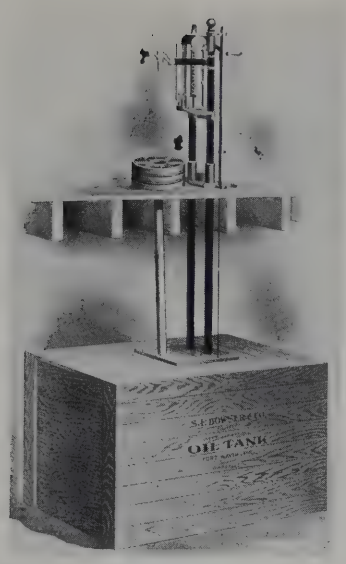
A little later got an answer from Mr. Polhamus: "Keep on going. We need orders; will fill in six weeks."

I did not question any more but kept on going and selling goods. I knew I needed the job and the firm needed the money. You will be interested in knowing that all that was left was the vault, with some widely scattered book accounts and a little money from the Insurance Company, and a determined lot of men at Fort Wayne as well as salesmen on the road, and everybody said "WE WILL."

Think it over, the conditions now, the greatly improved line to sell, the country rich, commissions much greater, the firm solid as a rock, high-class advertising matter, the same men now at Fort Wayne with lots of strong men associated with them besides. Several of the older salesmen still with the Company, as well as the writer, in the years past have ridden in Pullman cars, driven hundreds of miles away from the railroad, rode a blind mule in Arkansas, walked up mountain trails in Tennessee, wallowed in snow drifts as far north as a white man goes in northern Canada, worked the lower Mississippi in a row-boat and reached points on the Florida coast in a sail-boat, and all we had to offer was "Bowser" Tanks. Are not your conditions better and the chances of success at this time much greater?

I could continue indefinitely to give you experiences, both east and west, which were certainly disheartening and which required extreme courage in order to overcome difficulties at the time. My own experience has been duplicated by a large number of salesmen, the "old guard." or the oldest men in the employ of S. F. Bowser & Company, many of whom have been with us from twelve to twenty years and have had like experiences and probably overcame even greater difficulties and must have succeeded, otherwise they would not be classed with our best salesmen at this time.

Now let everybody resolve to "get busy," very busy and employ our talents to such an advantage that you will individually largely increase your sales and you will find us appreciative and ready to back you up to the best of our ability.



Cut No. 1—CELLAR OUTFIT
Tank in Cellar out of way, Pump in Store

S. F. BOWSER & CO., Inc,
FORT WAYNE, INDIANA

ADVANTAGES
OF
THE LATEST TYPE
OF
BOWSER OIL TANK

Self-Measuring—measures an accurate gallon, half gallon or quart at a stroke.

Computes the value of oil drawn.

Prevents spilling, overflow, waste, over measure, short measure, leakage, evaporation and pilfering.

Eliminates danger.

Keeps the store clean, the oil clean and the air free from bad odor.

A Reminder for the Merchant

A merchant wants a Bowser tank most at the moment that he is drawing oil from his old tank. Call his attention to the advantages of the Bowser just when he has run oil all over his hands, and as he stands there contemplating the oil-soaked floor, and sniffs the odor, and the sale is half made already. That is why a salesman always scores a point when he can get the merchant to accompany him to the oil room.

But a salesman can not always be at hand at the opportune moment, and a catalog in the man's desk is easily forgotten. There has been a need for something to direct the merchant towards the Bowser just when he was thoroughly disgusted with present methods, so to meet the need, we have had printed a large quantity of gummed stickers, which the salesman can paste where they will do the most good, preferably on the old tank where it will stare him in the face every time oil is drawn. The above is a reproduction of one of the stickers of which there are three; the other two show different outfits, a cut 19, type "B," and a cut 42, Long Distance. These are put up in pads of twenty-five and each salesman will be furnished a supply, which we want him to use to such good advantage that one will be found in every oil room where he think a merchant needs a new outfit. "Keep on keeping on."

To a salesman, a Merry Christmas depends on the amount of business he has done, the orders secured. No business may mean a glum Christmas. We want you to have a merry Christmas, every man of you, but to get the merriest kind means three weeks of good, faithful plugging in Maine and California, in Canada and Mexico and in every state between.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL 2. FORT WAYNE, INDIANA, DECEMBER 9, 1907. NO. 20

That Panicky Feeling

If a man feels panicky he does not need an actual financial panic to make him feel the full effects of such an occurrence.

If on the other hand the salesman is confident that things are coming out all right he is better prepared to instill that confidence in the minds of his customers and for him at least there is no panic.

PERSISTENCY

POSTOFFICE: Toronto | COUNTY: York | STATE: Ont. | SHIPPING ADDRESS:
NAME: ✕✓✕✕✕ | BUSINESS: Gro. | RATING: M-4
OILS HANDLED: | PRESENT STORAGE: 1-1-bbl- Cut 1-$65.00
SIZE, STYLE AND PRICE QUOTED: | SHOULD BE SEEN:

DATE	SALESMAN	REPORT
9/10/06	A. E. Moffatt	Going to interview some firms that have a Bowser.
9/18/06	A. E. Moffatt	Almost persuaded, will interview some of our users. Will surely buy 2 weeks from now. List.
10/4/06	A. E. Moffatt	Waited a long time but could not see Mr. B. will endeavor to get his order next week.
11/8/06	A. E. Moffatt	Has investigated O. K. Wanted them. Stayed 2 hrs. Leave it for a while.
4/22/07	A. E. Moffatt	This is one of the hardest tasks I have had, but think I can close him next week.
4/24/07	A. E. Moffatt	May phone in a few days, if not, I shall sell him some time this Summer.
10/14/07	A. E. Moffatt	Sold. See my order #99. Says he thinks he will surely get rid of me if he buys.

The above is a reproduction of the card record kept at the office showing each call made on a certain prospect. It illustrates the value of "keeping at it" and demonstrates the truth that because a man fails to sell at the first call is no reason why he should not call again. After the above card was called to our attention we asked our record clerk if the report were an unusual one. He pulled a bunch of cards at random from which we selected several showing that similar instances were happening right along.

A card on a merchant in Grand Rapids reads as follows:

DATE.	SALESMAN.	REPORT.
4-25-06	G. E. Bowen	In the fall.
10- 3-06	G. Romer	Now now.
10-30-06	Wm. Johnston	Will call again.
11- 6-06	Wm. Johnston	Call again.
3-26-07	Wm. Johnston	Interested.
4-16-07	Wm. Johnston	Interested.
4-19-07	Wm. Johnston	Interested.
5- 7-07	Wm. Johnston	Later.
5-17-07	Wm. Johnston	Interested.
9-26-07	Wm. Johnston	Sold.

And another in Indiana:—

DATE.	SALESMAN.	REPORT.
1- 5-06	E. B. Beard	Price too high.
6- 1-06	A. M. Bartling	Not justified.
7-30-06	F. B. Homsher	Not interested.
2-17-07	F. B. Homsher	Cost too high.
6-13-07	F. B. Homsher	Not interested.
10- 1-07	F. B. Homsher	Sold 2-bbl. Cut 19.

These cards plainly prove that even the man who seemed hopeless as a prospect at the first calls may later on be sold and that it pays to call on every merchant every trip.

Systematic Working of Territory

Primeval man had no system of life; he hunted and fished not by any schedule, but at the dictate of a hungry stomach, possibly aided by his angry spouse, indignant at his laziness. Gradually, civilization took him in tow, enlarged his sphere of usefulness, gave him work to do and by degrees, he has become imbued with the truth that the helter-skelter, hit or miss principle is not the way to win financial success.

System has grown with civilization.

In every field as business has become more strenuous, the selling of goods a science instead of an accident, the need of system in every line has become more apparent and universally used.

Just as system has been successfully applied to the running of a business, to the running of our own business, so can it be, with equal success, applied to the individual salesman, and that's one of the things we want each Bowser salesman to seriously consider during the holiday season—how to more systematically work his territory, and an excellent New Year resolution can be summed up in the one word: "Systematize."

Do you ask what is meant by systematically working a territory? It means using a calling list and calling and reporting on every name listed there; it means covering your territory very closely and it means taking enough time to do it thoroughly, to make it unnecessary to slight a single possible buyer. It is better to miss a train than a sale.

Is it possible for any man to sit down, pull out a map and the calling list of a certain county, and then and there, at his own fireside, accurately determine just whom he is going to sell? Assuredly no. Such ability would be an asset of incalculable worth, and the salesman possessing it could set his own price on his services, for that man could eliminate all unnecessary expense.

On the other hand, is not the exact reverse true that you cannot determine this even after you have entered a store, sized up the place and met the proprietor—not until you have left the place is the sale made or lost.

The least prepossessing prospect often proves the best buyer and surest payer, and any salesman of experience will agree that some of his most profitable sales have been where he least expected to secure an order. Most assuredly is it necessary to call on every prospect, if you would secure the maximum business. Of course, merely calling will not sell, but it's sure the man who does not even call will not do the selling.

We furnish you with a calling list containing the names of the prospects in each county, their financial standing and the kind of tank they use, where we have that information.

A second reason for thoroughly working a territory is found in the fact that it is the only way a salesman can inform himself of conditions in that territory. If from a personal visit, you know the status of every prospect in your territory, the advantages are obvious.

Another reason also presents itself. It is an economy to cover territory carefully instead of jumping from this point to that point and back again. If of three towns, A and B are three miles apart and C is forty miles away, it's less expensive to make A and B, and then C than to skip from A to C and come back to B, when you find there is some one who can be sold.

A second point in regard to systematically working is found in the caution not to travel too fast. The man whose chief aim is to get over the ground as fast as possible is apt to pass up the prospects that do not look good to him; the man who is determined to spend all the time necessary, has time to call on every one on his list and often runs across a new man not on his list, but referred to him by some one with whom he had time to talk.

W. C. Holman, in one of his famous Ginger Talks, says:—

"A salesman's territory is like a corn field; it won't yield a harvest without cultivation. Weeds are the only crop that will come up of themselves. The Indian squaw who used to scratch over the soil in the tribal corn patch with a stick, drop a few casual grains of corn here and there and go off in the wake of a hunting expedition until harvest time, never needed any towering granaries to contain the crop she raised. If her pack of starveling pappooses got a dozen square meals all around as a result of her entire season's farming they could count themselves lucky above the ordinary lot of red-skinned youngsters.

"It is the same way with a salesman's cultivation of his territory. The man who expects to secure results in his field must get out into it promptly at sun up, and stay until sun-set. He must be willing to work on occasion by the light of the moon. He must do a lot of preparatory plowing and harrowing among his prospective customers. He must have the right kind of argument for seed, and throw it out with both hands. He must coax the reluctant soil with daily caressing touches of an ingratiating and vigorously wielded hoe. When he gets his crop started he must sprint all over the field early and late to keep the weeds down. The amount and quality of the harvest he gathers will depend entirely on the amount and quality of the effort he expends in bringing it up. There is absolutely no other factor that counts in the result."

That's all. The calling list, of course, is being used, but some are not using it to their best interests, and we want them to think about it carefully and it will find its reward in a better, bigger business for 1908.

THE BOWSER

BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND

H. B. HARPER, : : : : EDITOR

On the First and Fifteenth of each month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

PILFERING.

You sell oil. A small boy comes into your store for a gallon. You go out into the back room, draw this oil, you leave the store empty. The boy sees some fruit or candy and in one look is tempted to steal it and succumbs to the temptation. You have no right to put temptations in the way of the boy, and by doing so you may start him on the road to being a regular thief. Let's remove these temptations, let's do all we can to keep temptations out of the boy's way until he is old enough and strong enough to resist them.—GEO. R. HANCE.

DON'T SELL ENOUGH OIL.

The man who says he don't sell enough oil to justify the investment will probably agree to the proposition that he would not handle any oil at all, because of the disagreeable features of it, if the only consideration was the profit in the oil sold. He handles oil because it is one of the things some of the customers must have, and he don't want them to have to go elsewhere to get it. The Bowser tank is the solution of the problem for him. It does away with all of the disagreeable features and the profits on every sale will finally pay for the outfit.

QUOTING THE PRICE.

One of the most difficult things for a salesman to overcome when he is making a demonstration is that of giving the price before he is ready for it. Your prospect is apt to break in at any time with the remark, "What is the price?" The following ways to avoid a direct answer were brought out in the post graduate class.

The question of price depends entirely upon the kind of Outfit you ought to have. In just a moment we will be ready to go into your requirements very carefully so as to quote just the right Outfit.

Second, act as if you had not heard the question and instead make some particularly strong statement regarding some features of the Outfit. In other words, avoid giving the price until you have explained every feature of the Outfit, that is, until all the evidence is in because in that way you are better able to prepare the man for the price and when he does get it, it will not seem high.

A POINT IN THE DEMONSTRATION.

As you demonstrate the small accessories, the Discharge Register, Nozzle, Double Valve, etc., put them back into your grip instead of leaving them out on the counter. If you leave them out, you give your prospect something to divert his attention.

Keep the drip tube out of sight unless you are demonstrating the Adjustable Measure Cabinet. Keep the little model can in your pocket, excepting when you want to use it and then make it a point of the fact that it represents the customer's can.

—o—

BOOST A BIT.

'Here! you discontented knocker,
Growlin' 'bout the country's ills;
Chloroform yer dismal talker;
Take a course o' liver pills.
Stop yer durn ki-o-tee howlin',
Chaw some sand an' git some grit;
Don't sit in the dumps a-growlin',
Jump the roost
An' boost
A bit!

Fall in while the band's a-playin',
Ketch the step an' march along
'Stead o' pessimistic braying
Jine the halleluyah song!
Drop yer hammer—do some rootin',
Grab a horn, you cuss, and split
Every echo with yer tootin'—
Jump the roost
An' boost
A bit!

Ed. Note.—We are not responsible for this and don't know where the author lives or why he is allowed to live.

—o—

The nervy salesman is not the successful one, nor is he the one that makes the best impression. A man with tact, diplomacy and perseverance, backed up by knowledge and initiative, cannot be defeated at any game.—*Master Printer.*

ILLUSTRATED ARGUMENTS

No. 1.—To some merchants the first cost of the tank blinds them to the profits to be derived from it.

No. 2.—If a grocer has to keep his oil out back somewhere the price of a tank can easily be lost in the pilfering that goes on while he is after oil.

No. 3.—No woman likes to carry a dirty oil can. If she has to burn oil she buys where the can is handed back to her clean, i. e., where there is a Bowser. Where she buys oil there she buys other things and a dirty oil tank loses a good customer.

No. 4.—Bowser Tanks keep the oil clean and pure—dirty oil makes smoky lamps and discontented customers.

No. 5.—Contaminated groceries result from inadequate oil storage. No customer will long stand for the smell of oil in groceries and meat.

INSTRUCTION TO SALESMEN OF SAPOLIO.

Enoch Morgan's Sons Co., manufacturers of that well-known soap, Sapolio, publishes a list of "Instructions to Salesmen" which are equally applicable to Bowser salesmen. These rules are given here in full and by substituting "Bowser" or "oil" for Sapolio they contain excellent advice to the men selling our products. In the following we have revised the copy, putting the revisal in brackets. We are indebted to Mr. P. F. Cashman for a copy of these intsructions.

INSTRUCTIONS TO SALESMEN OF SAPOLIO.

Talk CLEANLINESS—Constantly keep before those whom you approach the relation which cleanliness bears to Life. Health, happiness, success largely depend upon it. Self-respect dwells not in dirty houses with careless people. The first commandment of social life is: "Be Clean."

Talk CHEERFULLY—You represent a good article—offer it with a confident smile. The great public are our friends. Success can afford to smile. Leave despondency and complaints about the weather, dull times and reluctant buyers, to the peddlers of imitations and cheap substitutes. It is hard work for them to "reflect a shining countenance." Tell the storekeeper that it is a good rule never to buy goods from a grumbling salesman—his discontent advertises the fact that his wares do not sell readily.

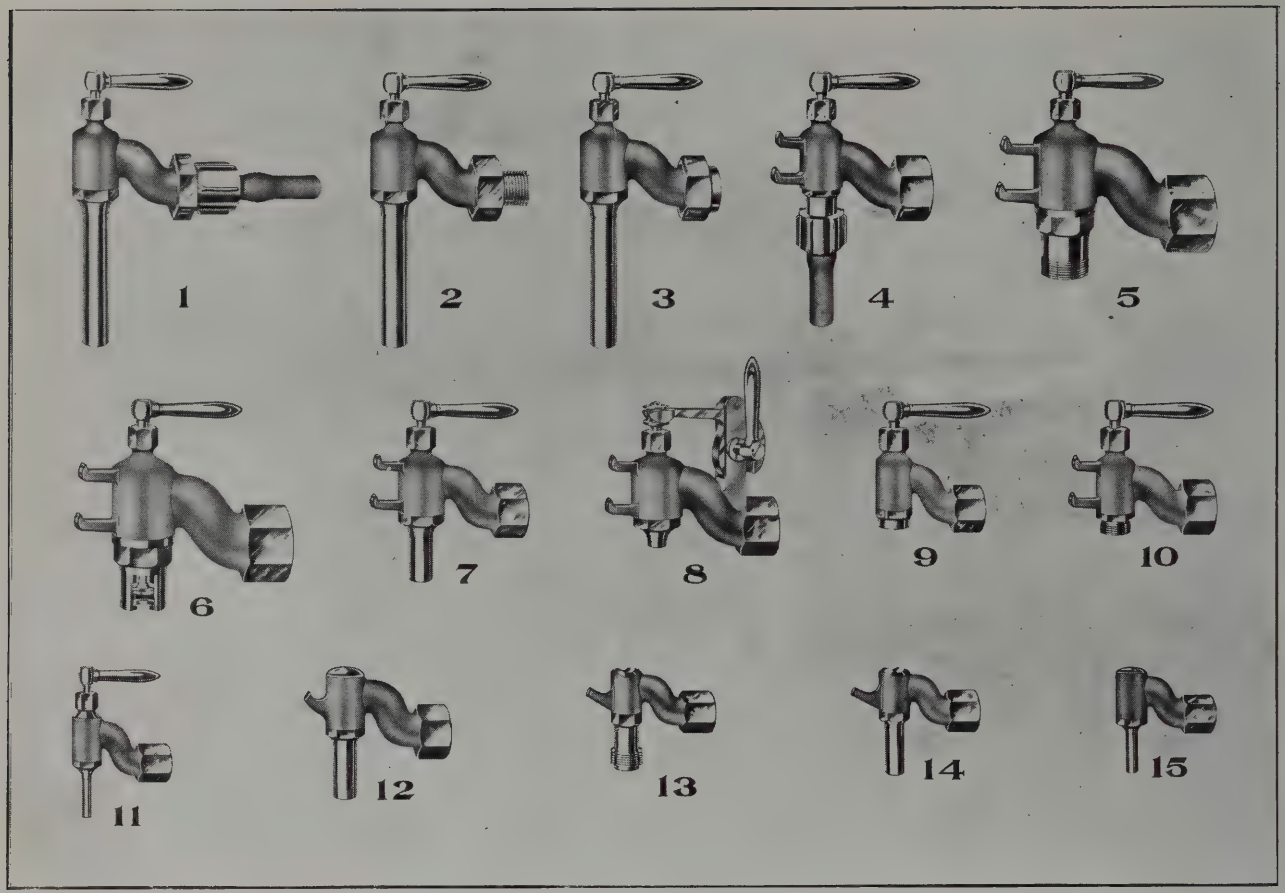
Talk FAIR PRICES—The best stores will be your best customers, because they are themselves clean. The grocer who keeps dirt down can keep his prices up. Many a dealer buries his profits under the dust in his store, and then vainly tries to keep up his trade by selling cheaper goods.

Talk ECONOMY—Less waste is our greatest national need. Cheapness is rarely economy. Our ancestors left us solid old furniture because there were no cheap installment systems in their days. Sapolio (Bowser Oil Tanks) may cost a trifle more than cheap substitutes, but it outlasts them.

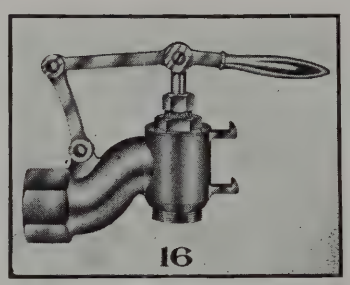
Talk CONFIDENTLY—Every sensible dealer keeps Sapolio (Oil) in stock. The public prefers honest, well-known goods. Urge the grocer not to load his shelves with experiments, and to listen to no suggestions that he can substitute anything for Sapolio (Bowser)—it is a losing game. He will not do it if he respects himself—he will not do it if he wants the respect of his customers.

ENOCH MORGAN'S SONS CO.

NOZZLES



The above illustration shows the sixteen styles of nozzles which are furnished as standard with our various pumps These nozzles are made in sizes as noted and are regularly used with the pumps designated.



No. 1. Portable Shut-off Nozzle, cut 131, for end of rubber hose when used with wheel tank, cut 121.

No. 2. Portable Shut-off Nozzle, cut 131, for end of rubber hose when used with cut No. 41 pump.

No. 3. Portable Shut-off Nozzle, cut 131, for end of metallic hose wherever used.

Nozzles No. 1, 2 and 3 are alike excepting for the hose connection. Each has $\frac{7}{8}$" tip.

No. 4. Shut-off Nozzle for cut 121, Wheel Tank, with rubber hose connection. The metal hose connection is similar to the hose connection in No. 10.

No. 5. Cut 39 Shut-off, used with cuts 38 and 39. $1\frac{1}{4}$ tap threaded for $1\frac{1}{4}$" pipe, also provided with screw tip $\frac{7}{8}$" hole.

No. 6. Heavy Oil Shut-off, used with cuts 9, 15, 31 38, 39 and 41 for Linseed, Turpentine, Varnish, Shellac, Rubber Cement and similar heavy non-lubricating oils, etc. Shut-off at end of tap-tapped for 1" pipe with tip $1\frac{1}{8}$" outside, $\frac{5}{8}$" inside for cuts 38 and 39 tap $1\frac{1}{4}$" tip $1\frac{1}{2}$" outside, 1" inside.

No. 7. Regular Shut-off for light oils used with cuts 9, 10, 15 and 41 for gasolene, kerosene and similar light oils, also for lubricating oils on same pumps. Tapped $\frac{3}{4}$" for cut 10. Tapped 1" tip $\frac{5}{8}$"; for railroad use tip $\frac{3}{4}$".

No. 8. Quick Acting Shut-off for Lubricating oils, used on cut 152 and adaptable to all shop pumps, cuts 50, 63, etc , if specified and the additional price secured, tapped $\frac{3}{4}$", tip $\frac{5}{8}$".

No. 9. Cement Can Shut-off for Cut No. 28, shut-off at end of tip same as No. 6. $\frac{1}{2}$" tap, tip $1\frac{1}{16}$" outside.

No. 10. Little Giant Shut-off used with cut 47. $\frac{3}{4}$" tap, tip threaded for $\frac{3}{4}$" rubber hose. $\frac{3}{8}$" inside.

No. 11. Drug Pump Shut-off, used with cuts Nos. 500, 501, 502, 503, 70 and 72, on volatile oils. Tap $\frac{1}{2}$". Tip $\frac{5}{16}$" or $\frac{7}{16}$" if specified.

No. 12. Anti-drip Nozzle for heavy lubricating oils, used with cuts 25, 26, 32 and 33. 1" tap, $\frac{3}{4}$" tip.

No. 13. Anti-drip nozzle for cut 49, $\frac{3}{4}$" tap. End threaded for $\frac{3}{4}$" hose connection.

No. 14. Anti-drip Nozzle for light oils, used regularly with cuts 1 and 19, all their several adaptations and on all shop pumps, cuts 50, 63, etc Tap $\frac{3}{4}$". Tip $\frac{5}{8}$" for light oils. Tip $\frac{7}{16}$" for lubricating oils.

No. 15. Anti-drip Nozzle for drug pumps, used regularly with cuts 70, 72, 500, 501, 502 and 503. $\frac{1}{2}$" tap, $\frac{3}{8}$" or $\frac{5}{16}$" tip.

No. 16. Quick Acting Shut-off for Power Pump, cut 150. $1\frac{1}{4}$" tap' tip threaded for pipe connection as required.

It will be seen that nozzles are divdied into three classes: the anti-drip, the shut-off, which also has the anti-drip feature, and thd quick acting.

Illustrations $\frac{1}{6}$ actual size.

In ordering any but the regular equipment, specify by number.

THE DANGER OF GASOLENE.

A Line of Argument Suggested for Use in Selling Gasolene Equipment.

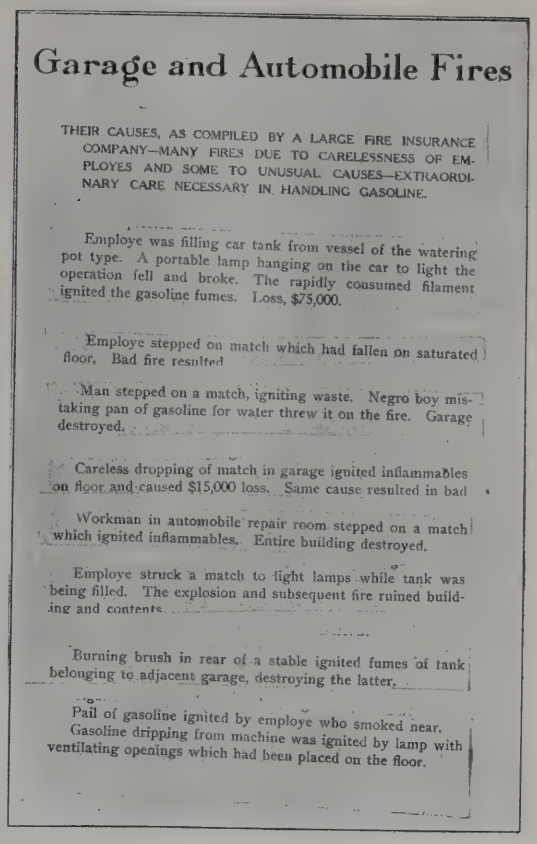
The clippings on this page are extracts from a record kept by one of the leading Insurance Companies and demonstrate forcibly the fact to which we are daily trying to educate the public—that there are but two places where gasolene can be relied upon to be safe, i. e., a BOWSER TANK and the tank of the gasolene engine. Some people learn more slowly than others but the average intellect, after an experience of this nature, rarely has difficulty in comprehending what we mean when we say "Store your Gasolene in a BOWSER TANK until you are ready to use it and then pump it into your automobile with a BOWSER PUMP."

Most people will be found to show very great respect for gunpowder but with Gasolene they are generally found to be unduly familiar. The reason for this inconsistency is not far to seek. Gunpowder is a very ancient commodity and its latent power and danger is quite generally understood. It has a long record behind it—it has moved the world and made history. Gasolene is a comparatively new source of power and its universal and increasing use cause many to handle and treat it as utterly inert until sprayed into the cylinders of the engine. It too is making history and some of it is disastrous.

As compared with gunpowder, Gasolene is the more dangerous of the two and for the following reason: The powder of commerce is in a granulated or kernel form and unless handled extensively and roughly, it gives off but little dust. When powder dust does accumulate, it is highly inflammable and explosive and requires but a spark to develop its power. On the other hand, the powder itself may be approached by a flame very closely and so long as the flame is not brought in direct contact with the powder and sparks are absent, the danger of an explosion is not immediate.

In the case of Gasolene it is the vapor thrown off that is the cause of danger. This gas cannot be seen although it may at times be detected by its characteristic odor. Gunpowder may be easily seen when lying loose and avoided by those who understand the precautions necessary to take. The vapor of Gasolene is seldom detected until the frightful flash ensues, announcing to the world at large that somebody is again to pay the penalty for carelessness or ignorance.

Gasolene vapor is of a low gravity and, like water, will find a lower level if it can do so. An insurance official of high standing in Massachusetts related to us recently a typical example of this fact. In a large factory, a barrel of Gasolene which was on the ground



Garage and Automobile Fires

THEIR CAUSES, AS COMPILED BY A LARGE FIRE INSURANCE COMPANY—MANY FIRES DUE TO CARELESSNESS OF EMPLOYES AND SOME TO UNUSUAL CAUSES—EXTRAORDINARY CARE NECESSARY IN HANDLING GASOLINE.

Employe was filling car tank from vessel of the watering pot type. A portable lamp hanging on the car to light the operation fell and broke. The rapidly consumed filament ignited the gasoline fumes. Loss, $75,000.

Employe stepped on match which had fallen on saturated floor. Bad fire resulted.

Man stepped on a match, igniting waste. Negro boy mistaking pan of gasoline for water threw it on the fire. Garage destroyed.

Careless dropping of match in garage ignited inflammables on floor and caused $15,000 loss. Same cause resulted in bad

Workman in automobile repair room stepped on a match which ignited inflammables. Entire building destroyed.

Employe struck a match to light lamps while tank was being filled. The explosion and subsequent fire ruined building and contents.

Burning brush in rear of a stable ignited fumes of tank belonging to adjacent garage, destroying the latter.

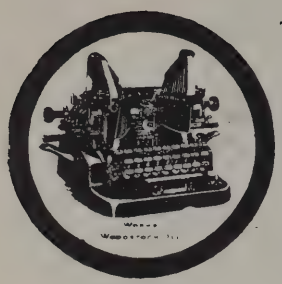
Pail of gasoline ignited by employe who smoked near. Gasoline dripping from machine was ignited by lamp with ventilating openings which had been placed on the floor.

floor sprung a leak during the night. The liquid flooded the floor to a considerable extent and the powerful vapor was speedily formed. In the basement below, the fireman on going home at night had banked his fires and, as is customary, left the furnace door ajar. The gas formed on the floor above soon began to seek its level and in due course of time began to "roll" down the basement stairs. Arrived at the open boiler door there was the resultant flash and explosion, the building was partially wrecked and a serious conflagration ensued. Had a barrel of gunpowder been left on the first floor instead of a barrel of gasolene, the disaster here mentioned would hardly have happened.

The moral of all this is obvious—store your gasolene in a BOWSER TANK and encourage others to take the same precaution. The man who rocks the boat and his colleague who points the unloaded (?) gun have for years merited the execration of their SANE fellow men. The man who handles his gasolene in anything but a BOWSER outfit will soon take rank with the first mentioned worthies. When the truth is known, the world will have little use for him.

—o—

A traveler in the dining car of a Georgia railroad had ordered fried eggs for breakfast. "Can't give yo' fried aigs, boss," the negro waiter informed him, "lessen yo' want to wait till we stops." "Why, how is that?" "Well, de cook he says de road's so rough dat ebery time he tries to fry aigs dey scrambles."—*Life.*



THE OLIVER TYPEWRITER COMPANY

The OLIVER Typewriter.

Chicago, Nov. 21, 1907.

Mr. C. A. Dunkelberg, Treas.,
S. F. Bowser & Co.,
Fort Wayne, Ind.

My dear Mr. Dunkelberg:

Returning herewith the very interesting communication of T. J. Collins, addressed to you on letter which we sent him, I want to thank you for giving me an opportunity to repeat what I have always claimed as true, to wit: that our distribution of thousands and thousands of letter heads carrying the advertisements of our friends must necessarily be beneficial to such firms. In this connection you will be glad to know that we have distributed about a quarter of a million of your letter heads at different times and that this distribution has not been confined to the United States but has been general. I want to say to you that in many cases we have received assurances that an article endorsed by a firm like yours must be good. Therefore, I am proud to state that we too have been very much benefited by the connection.

I know that you will think I am a son of Ananias when in answer to your question I tell you that we have done the largest business this month that we have ever done in our history. I have a feeling that in times like these are alleged to be it is the weight of organization and the strength of the selling power behind the goods that counts, and while the typewriter

Mr. C. A. D. - #2. Nov. 21, 1907.

business as a whole has undoubtedly suffered, like every other business, I believe that the secret of our success and our growth and increase of business, despite conditions, is entirely and wholly because of the superiority of the Oliver Organization and its capacity of placing before the public the real merit of our product.

I hope to see you soon again here in Chicago and with best wishes and my regards, am

Very cordially yours,

Assistant General Manager.

IN EXPLANATION

In 1904 we wrote the Oliver Typewriter Co., a leter acknowledging the satisfactory service received from the Oliver machines we were using. This letter they have reproduced and distributed broad cast. In November of this year we received a request written on the bottom of one of these testimonials sent out by the Oliver Co. resulting in the above reply.

We are reppoducing the entire letter because it so strongly proves what we have been contending that on the condition of the selling force depends in large part the effect that the money stringency of the last few weeks will have.

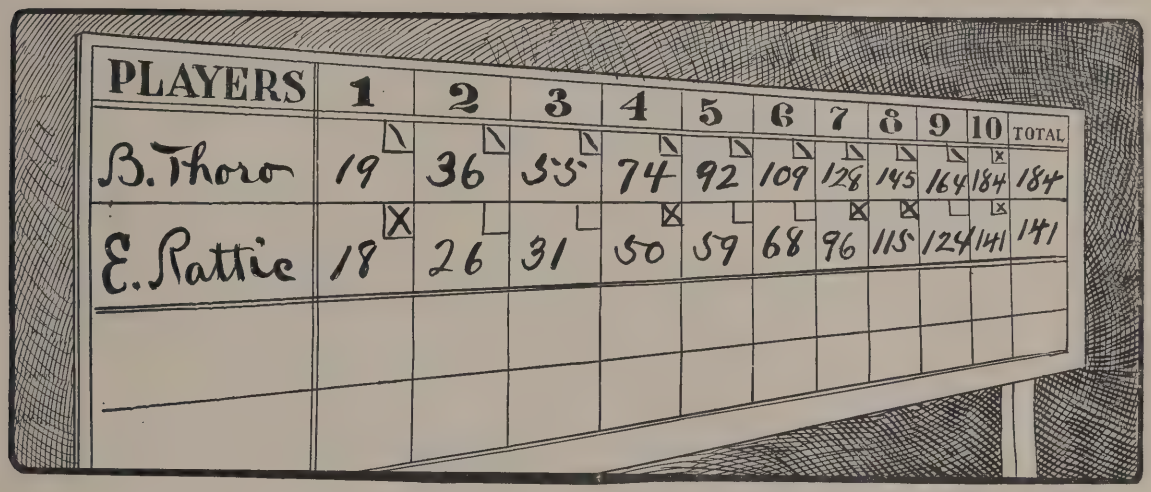
The incident is also a proof of the value of advertising and the fact that all the returns are not those that come immediately but that advertising of which circularizing is one style has an accumulative value for future business.

THE BOOMER EXTENDS TO EVERY ONE OF YOU ITS SINCEREST WISH THAT THAT YOU MAY ENJOY A MERRY CHRISTMAS AND A HAPPY NEW YEAR.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 3. FORT WAYNE, INDIANA, JANUARY 1, 1908. NO. 1

A Knowledge of the Game



If you are a devotee of the alleys, you have often seen the steady consistent bowler win out against the fellow who now and then made a strike but fell down on the next frame. Watch the steady consistent bowler, he may not get the ten pins on the first ball but he makes good use of his second. If he gets into a difficult situation, gets a "split," he carefully gauges the alley, decides the best place to send the ball and with well calculated precision sends it down the alley and makes his spare.

The erratic bowler makes a ten strike and is all puffed up. He follows it up in the next frame with a poor ball and goes up in the air. If he does not get all on the first ball he is lost, for he has no science in reserve. He is like a lot of socalled salesmen. If they cannot sell the man at first shot they are all in. The good salesman on the other hand fortifies himself with reserve shots, knows the game thoroughly, knows just where and how to deliver each argument so as to overcome difficult situations. The strike bowler is sometimes sensational, but he seldom averages high. It's consistent, persistent, insistent effort that wins in sales as in bowling.

TO OUR SALESMEN.

FORT WAYNE, IND., U. S. A., Dec. 30, 1907

Gentlemen:—

We are now in about the same frame of mind as the passengers on a great steamer, that has crossed the ocean and is just pulling up to her dock: In like manner, we have passed through another year, and are just pulling up to land on the shores of a New

S. F. BOWSER

Year. And as we are halting now for a little rest and interchange of ideas, at such a time we tell what happened on our voyage through the year that has just passed.

Now, as to this year that has just passed, I am most happy to report that it has been a very satisfactory one from a business standpoint. We have had most excellent business along the general line. It has far exceeded any previous year in our history. Some of the boys made bigger money for themselves than has even been made heretofore. There has been a general grading up of the goods to a higher standard; and there is a satisfaction all along the line, both to the customer and the salesmen alike, quite in excess of any previous year. We certainly have reached a point so near, if not perfection itself, that there is but little room left for suggestion or complaint. And with this condition the entire energy and force of our selling department has been bent upon doing business, and I assure you they have done a lot of it.

As to our factory trade, we have had quite a satisfactory business along that line; and our railroad trade as well. It has come up in nice shape. But during the year we had prepared many plans and specifications for large contracts, and they were coming in in nice shape, but just at the time that we were about to reap our greatest harvest the little money flurry came to the surface, as you know, and this put a check on a great amount of work that would otherwise have come in during the latter part of the year. And this flurry also checked our general trade somewhat, but not to an extent anything like it did the heavier work.

I have said it has been a year of very satisfactory trade on the whole. And you must know that we feel satisfied, for as you undoubtedly are aware, we started out at the beginning of the year to do $1,500,000.00 of business; and the business exceeded this rate up to the little flurry, at which time it dropped down, as above stated, and yet we have practically reached our aim. We will fall only from fifteen to twenty thousand dollars below the million and a half mark; so you must know that business came along in fine shape, and our line especially did not drop out by any means when the reverse struck the general run of trade; but we kept right on, doing from sixty to seventy-five per cent. of our normal business. We tried our very best: Men were written, wired, talked to and pushed along all that we could do to make it a few thousand over our mark, rather than under it. Our boys rallied to our support, and did their best with the result as above stated. Of course we all would like to have said that we made it, but on the other hand, isn't there a lot of comfort in saying that we very nearly made it, in the face of the odds that sprung up so unexpectedly against us. Surely we all feel very thankful to all our salesmen, who have put their shoulders to the wheel, and done what they could.

We are satisfied that you have done your best, and in behalf of the firm and all of our managers, want to thank each and every one of our salesmen for the hearty way in which you did your part when we asked you to put forth an extra effort. I assure you that there is a great feeling of appreciation among the management towards our men for their loyalty.

As I have before stated, our aim was for a million and a half. This figure we considered the limit, and yet we were running a pace that would have beaten this mark somewhat; and in the face of all that has happened, to fall short not to exceed $20,000.00 is a thing that not any of us would have dared to predict. So it shows what there is to do. The country is full of business in our line for good live men. As I have said, this year men have sold more goods and made more money for themselves than any previous year. And, as we believe, and as the signs are unmistakably pointing to the fact, normal conditions are fast returning, and early in the New Year there will be a hearty renewal of business activity, very satisfactory indeed if not entirely equal to the year that has just passed, notwithstanding it being a campaign year. But we believe that this campaign year will be very much like the last campaign year; it did not cut much figure with business. Business men were too busy to fool away their time talking about political gossip. There is nothing in the world existing to keep business down, and it is not keeping it down. As I have said before, it is fast returning to normal activity. The country is blessed with greater crops than it has ever had. Statistics show that there is more money value in the crop this year than in any previous crop. And the railroads are unable to take care of the freight offered them in a satisfactory manner. Take our own Pennsylvania yards, here in Fort Wayne, they are so blocked with freight just now that they cannot do the switching. Just last week they made up three large trains out of the yards here, and ran them nine miles west and shoved them in on a siding to make room so they could do their switching and make up their through trains. And this seems to be to a great extent the conditions existing in many places. And the papers gave us the other day the names of the firms and the number of men that each was going to put to work January 6th in the Pittsburg District, the aggregate of which was something in excess of 48,000 men. And this condition is also true all around us. Thousands of men are being put back to work. The money situ-

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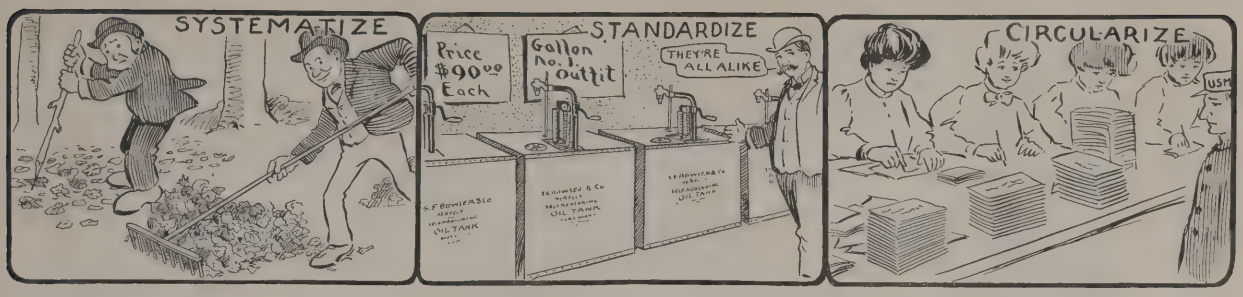
FOR 1908--BE IT RESOLVED



Systematize Standardize Circularize

The salesmen who in 1908 are going to make the most money for themselves and the house are the men who will systematize their business, standardize their sales and circularize their territory. If you do not make another resolution for 1908 make this one—To SYSTEMATIZE, STANDARDIZE and CIRCULARIZE.

By systematize we mean working territory in a systematic method, calling on, demonstrating to and reporting on in regular order every prospect in your territory.

By standardize we mean sell Gallon No. One Outfits on Standard Terms.

By circularize we mean notifying us three weeks in advance of entering a territory and ordering it circularized.

Systematize, Standardize, Circularize. Let that be the slogan for 1908.

MISCELLANEOUS IMPROVEMENTS.

PUSH BUTTON DISCHARGE REGISTER.

After February 1, 1908, the Discharge Register will be designed so that after each operation, by pushing a button, the registering dial returns to zero.

CUT NO. 81 CABINETS.

The following has been adapted as standard for the Cut No. 81, Combination, Long Distance and Lubricating Oil Cabinet:—All pumps will be finished navy style, i. e.—

Cut No. 41, Pump, Polished Brass.
- Drip-pan.
- Cylinder Bottom.
- Suction Pipe through floor.
- Surface of Cylinder-head.
- Quantity Lever.
- Shut-off Check Valve.
- Discharge Register.
- Meter.
- Crank Handle.
- Acorn.
- Ball Cap.

Adjustable Measure Quart Pumps. Polished Brass.
- Tank Plate.
- Quantity Lever.
- Crank Handle
- Elbow.
- Discharge Register.
- Nozzle.
- Acorn.

The balance of the pumps being black enamel. The Cabinets themselves will be standard, in weathered oak.

METAL GAUGE STICKS.

Instead of the plain iron metal gauge sitck, all metal gauge sticks are now galvanized; this having been found to be a most decided improvement, both in appearance and utility.

TYPE "B" TANK, LEAD BOTTOM.

It has been decided unnecessary to furnish lead bottoms in Type "B" Tanks, so that henceforth no Type "B" Tanks will be so equipped.

MANHOLES IN FIRST FLOOR TANKS.

Five-barrel and larger First-floor Type "B" Tanks will be standard with 15" round manholes and patented self-acting covers. First-floor Tanks, Type "B," smaller than five-barrel and larger than one-barrel can be equipped with this manhole but it is not standard and an additional price must be secured.

THE BOWSER
BUSINESS BOOMER

Published by
S. F. BOWSER & CO., INC.
FORT WAYNE, IND

H. B. HARPER, : : : : EDITOR

On the First and Fifteenth of each month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editors.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

We have aimed to make this page the Salesmen's Page, devoting it to contributions sent in by them. We are running low and need new contributions. We want to receive some of the arguments you have worked up —effective methods of meeting objections, demonstration points, hints on approach, closing arguments, etc. A salemsan is the mots resourceful man on earth and the way he meets emergencies makes interesting, instructive reading. Don't hesitate because you are not a natural letter writer, send in the argument and we will dress it up for you.

REGARDING PRICE H. W. MASON SAYS:—When a prospect compares the price of my tank with that of something else he can get, I ask him to compare a twenty dollar gold piece and a silver dollar. They are about the same size, from a distance they look very much alike, differing only in color, but the purchasing power of one is twenty times that of the other. The value of the gold piece is twenty times that of the silver piece, because it will accomplish twenty times as much. There is the same difference in tanks.

"GOING OUT OF BUSINESS."—The reason why a man who is trying to sell out his business should buy a Bowser Oil Tank aside from the returns it will give him while he remains in business, (which by the way, is likely to be longer than he anticipated), is the same that prompts the man who makes a business of buying places of business fix them up, clean up the stock and put it in shape and buy some of the up-to-date fixtures, thus improving the appearance of the store and attracting customers. He knows that the thing the prospective buyer will consider most and that will make him anxious to pay 100 cents on the dollar for the stock besides the bonus for the business, instead of the possible 80 cents that the stock of the dead business was bought for, is the profitable business that the store seems to be doing. And business activity that will be given the place by up-to-date methods will bring him splendid returns on the investment.—*F. H. Olds.*

PILFERING.—At the Summer School, one of the salesmen related an incident which dwells on the pilfering proposition. A grocer in his territory had a steady cutsomer for a while who chewed tobacco regularly, but never bought any tobacco from him.

This grocer kept his tobacco in the front part of the store and his oil in a room at the rear. One day he determined to verify his suspicions and arranged a peep-hole to which he took himself when the old man came for oil. He saw the man reach over and take several pieces of fine cut plug tobacco. He filled the oil can, handed it to the fellow and just as he was about to leave said to him, "Hold on there, you haven't paid for that tobacco," and the old man paid for nearly a pound.

TO OUR SALESMEN.

Concluded from page 2.

ation is easing up very greatly. And, as I have said before, everything points to a very satisfactory condition in the early part of the New Year.

And I wish to make one other statement before closing, and that is I am sure that every gentleman who reads this article will agree with me that under ordinary conditions the business of each individual salesman is actually about the amount of the business that that individual salesman has in his mind. If we have any men that are so very short-sighted and unwise as to live back in the last part of the old year, it is dollars to doughnuts that they will have just that kind of trade, for a while at least, until they get waked up. And the man that will go out fully alive to the bright, cheery conditions that are beginning to open up, and who himself will be in a bright, cheery mood, we are very satisfied with the result, and I, personally, such a salesman will be rewarded with a trade in accord with his attitude. I am sure, as I have said before, that all will agree with this. So let's take the brightest possible view of things, and go after business in due time with a bright, cheery determination that we are going to surpass the year just closed, and it will be done.

I will state that we have already settled on a million and three-quarters for 1908. We expect to exceed it rather than fall short. This will mean a good year for each salesman, as well as for the house. We hope, and earnestly ask, for your hearty co-operation and best efforts, and may your personal reward be greater than any previous year. Wishing you all a Happy and Prosperous New Year, I am

Most sincerely yours,

S. F. Bowser

Selling Arguments Illustrated

The advantages of the Bowser and the disadvantages of other tanks as seen by the artist. Each picture shows a condition that actually exists. No attempt at exaggeration has been made, for none is necessary. There is no article on the market today that so revolutionizes conditions and is so decidedly of advantage to the merchant as is a Bowser Tank.

CROPS ARE THE BASIS OF PROSPERITY.

Stock-broker—Where were you, Rube, when the cyclone struck?"

Williams, in the Philadelphia *Public Ledger*.

It is impossible to have good crops and hard times—just as it is impossible to avoid a panic in the face of continued crop failures. If the cotton crop is good, the South is rich; if the wheat crop is good, the North is happy; if corn is plentiful, if the oat or rye crop is bounteous, if tobacco, fruit and vegetable yield has been large, the community in which they are raised has money to spend.

This is bound to be so. Fifty per cent. of the population is made up of farmers. Sixty per cent. of the commerce of the United States is in farm produce. One hundred per cent. of the population subsists on the products of the farm. If leather is scarce, and the price of shoes advances, we can get along with one pair less; if hat prices go up, last year's hat can be made to answer; but, regardless of the cost of eatables we must have food, and if food prices are high because of a crop shortage, times are hard.

When the farmer has money, he pays off his mortgage to the banker, giving the banker money for the manufacturer; the manufacturer enlarges his business, pays better wages, increases the number of employes; the farmer buys machinery, automobiles, wagons, and builds new barns when he has had a good crop—he has given employment to men of all trades and the money secured for the crop is put into circulation.

With abundant crops we supply the world with food and clothing, taking their gold in exchange, so that in good crop years the balance of trade is always in our favor—the export balance in our favor for the three years ending with 1907 is 1,364,780,302—six times the balance for the three years prior to the panic of 1893.

The crops for 1907 have been good. The value of the 1907 yield estimated to November 1st:

Corn 1,375,000,000
Nearly two hundred million greater than than the year before.

Wheat 538,000,000
Twelve millions more than the year before.

Oats 333,000,000
Thirty-three million more than the year before.

Other minor Products 1,717,000,000
A hundred millions greater than the year before.

An increased value over 1906 of $324,000,000.

You recall how much ado was made over the gold imports in October, but, only $46,000,000 in all was received. The farmer put eight times as much additional currency into circulation. You recall how enthused we were over the action of Morgan and Rockefeller in lending $25,000,000—our farmers added fifteen times that sum this year. Secretary Cortelyou authorized the minting of gold to the amount of $55,000,000, only one-sixth the amount of the agricultural increase.

Count in cotton, tobacco, etc., which are really farm products, and the total value of farm products for 1907 amounts to the vast sum of seven billion dollars. This amount is two billion three hundred million dollars greater than the crop of 1900 and this increase of 1907 over 1900 almost equals the entire crop of 1890.

Seven billions of dollars is nine times the total banking capital o fthe United States, almost one half of the total investment in railroads. Do you realize now the importance of the farmer?

So crops have been good, and as confidence is returning fast the foolishness of the past few weeks is becoming more and more apparent. The country is on a solid basis,—a basis that spells prosperity, and will never be on any other basis as long as we even approximate the above figures.

FOOLOSOPHY.

ROBERT CARLTON BROWN.

The honest man has never been found—but most of us feel that we have been very clever in avoiding discovery.

When a man is successful, the quality through which he "struck" is always called his "luck."

Rather wear holes in the bottom of your shoes than in the seat of your trousers.

A man can get along without his neighbor's approval, but not without his own.

Life's an elevator, and it sometimes drops with its load.

Never let conscience prick twice in the same place.

The weakest man often has the strongest breath.

Things don't always pan out as you plan out.

The way to pave the way is to save the pay.

Saving has been the saving of many a man.

More men walk past the bank than stop in.

There's a just retribution for substitution.

A grand-stand play will seldom pay.

Do business or business will do you.

Promise pays nothing.

PERSONALS

To prove that November was not an accident, J. THEO. SMITH piled up 270 points in December before Christmas. Smith's finish for the year has been an excellent one and improved from the day the financial trouble started.

E. M. DENTON wound up with six splendid orders, the last few days before Xmas, two orders being for Wheel Tanks.

W. E. JENKINSON'S December business was a fitting climax to a successful year. He secured 316 points prior to Xmas.

F. B. HOMSHER is receiving congratulations over the advent of a new member to his family. We are glad to report that both mother and baby are getting along famously.

WILL MCCALL thought Bowser & Company needed the business and was sure he did so sent in five orders on the 16th, three on the 19th, three on the 21st, and one on the 23rd, a fine record, and incidentally making his quota. Here's hoping he feels similarly inclined all this year.

T. D. MATHERS persuaded a Jersey dealer in paint oils to present himself with a. Xmas gift in the form of a 110-point tank order. That's where everybody's pleased, Santa Claus Mathers and the merchant, too.

J. M. SITTON'S banner month closed December 31 and the orders secured were a considerable help to our arriving at so fine a showing as we made in 1907. Mr. Sitton reports conditions improving rapidly and splendid prospects for this year.

That other Texas ranger, A. G. RATLIFF, lassoed 130 points in December and in addition roped in eight orders for future shipment.

MR. J. G. RODMAN on the 20th of December, was seen figuring desperately and shaking his head despairingly. Something desperate had to be done, Christmas coming, etc., etc. So "Rod" just naturally digs up 48 points that day and so ends a splendid year.

That Canadian, THOS. CRAGG, helped out fine with 110 points. Thanks, Tom. So did an other one, W. ROBERTSON, of Newfoundland, with practically the same amount up to the 28th, when six orders more for 50 points came in. The Canadian force as a whole, had a splendid year's business.

Most of ROSSER MCCLURE'S orders were secured the last week, the week when "Its impossible to sell tanks." For the month, he passed the 110 point mark.

Another man who needed the money as Xmas approached was V. E. OSTEYEE, and so he went out and got it the last few days, bringing his total up to a very satisfactory amount for the month.

C. P. LAW by working right up to the end sent in a 90 point order on the 28th.

Just as we go to press a 250 point order from MEEGAN is received. And New York is where the trouble started, too.

GET BACK TO BUSINESS.

We do not deny that the recent money stringency has affected conditions in your territory, nor have we intended to imply that your troubles of November and December were imaginary. We agree that in many locations conditions are considerably different from those of a few months ago and if for the next few weeks business does not come quite as fast as it did in the fall, due allowance will be made. We want also to heartily thank every man who kept right on working up to the close of the year regardless of conditions, those men are made of the right stuff and their efforts are appreciated.

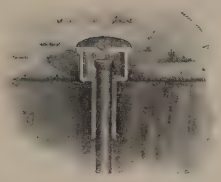
We have made a careful survey of the field and find that everywhere the cloud is lifting fast, for really, gentlemen, there is not a vestige of legitimate reason for a panic—and as confidence returns, orders will follow.

If there is a tendency on the part of any salesman to defer returning to his territory, we want to say to him that S. F. Bowser & Company expect every man to be at work by January 13th. Get back to business —you cannot get orders if you do not get after them. It will require harder work for a while but this work will pay you. The return to normal conditions should find you working, not waiting.

There is an old story told of a traveler who was making his way out of the city of Bagdad. A short distance beyond the gates he met The Plague, with whom he had some moments of interesting conversation. Asked as to his mission in the city, The Plague answered: "I am going into Bagdad for the purpose of killing three thousand persons." A month or so later, when the traveler returned to the city, he again met the unwelcome visitant, who was leaving the depopulated town behind him. Said the traveler: "I see that you did not keep to your promise in this matter. You said you were going in for the purpose of killing three thousand people. From reliable information I have received you have killed thirty thousand." "No," responded The Plague, "I adhered very closely to my proposed programme. I killed but three thousand people; fear killed the rest."

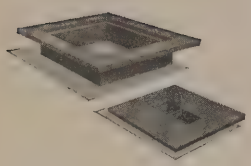
FILLER BOXES

We are now listing five styles of fill boxes as standard, each intended to answer certain requirements. We illustrate the five here and briefly explain the intention of each to assist you in correctly specifying on your orders.



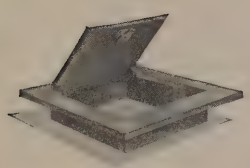
CUT 147

Cut No. 147 Filler Box is the one listed in Catalog No. 2. It is the one most commonly used as it is designed to protect the fill pipe of the Type "C" Tank buried directly in the earth. The cover is supplied with a hexagon screw holding cover in place. A wrench is furnished with each to loosen cover sufficiently to permit filling. Cover cannot be entirely removed. This box can be set flush if desired—dimensions box proper 8" wide, 3⅜" deep—dimensions of box over all, 9½" wide, 8" deep.



CUT 160

Cut No. 160 Floor Fill Box, originally intended for use inside buildings or on platforms, has a loose lid and sets flush with floor. For filling purposes has been largely superseded by Cut No. 169. Cut No. 160 is also used as a "suction pipe box," i. e. Where a tank in the basement comes so close to the floor above that there is no room to work, this box is placed in the floor above the suction pipe flange. This permits of repairs, etc., if necessary. Cover is screwed on same as with Cut No. 147 except it can be entirely removed. Dimensions of box proper, outside, 7½x7½x2¼"; dimensions of box over all, 11x11x2¾".

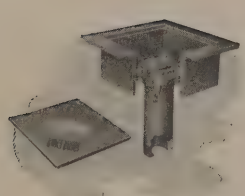


CUT 161

Cut No. 161, Sidewalk Fill Box, for use where fill pipe comes up under sidewalk or alongside the curbing. Also used in concrete courts, brick paved alleys, etc., has hinged cover with catch which works with a wrench (also furnished). Cover falls into place when not in use. Dimensions of box proper, outside, 7½x7½x2¼"; dimensions of box over all, 11x11x2¾".

CUT 162

Cut No. 162, Stop Cock Box, designed to be used wherever the insurance requirements specify a stop cock in the fill pipe. New York City installations require this box. Dimensions, box proper, 8¾x11½x10¼" deep; dimensions of box over all, 11¾x13½x10¼" deep.



CUT 169

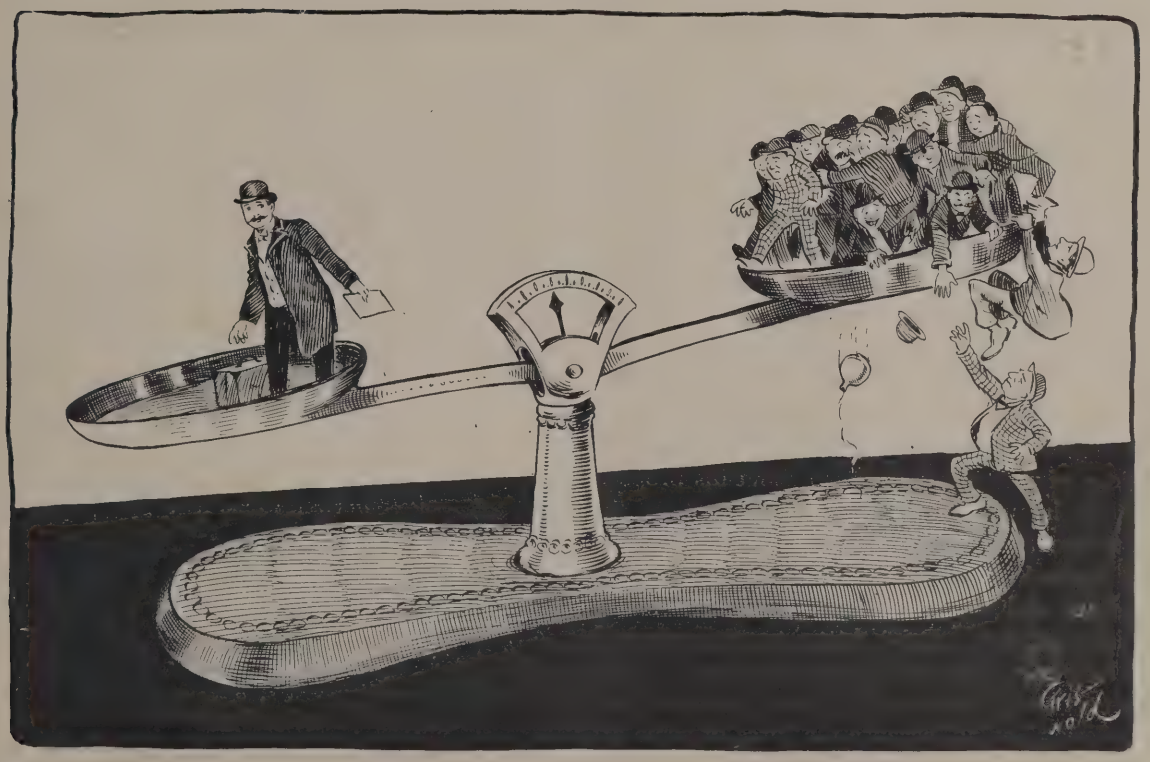
Cut No. 169, Floor Fill Box with Reducer. With the Cut No. 160 Floor Fill Box, a 2½" vertical fill pipe had to be bushed down to connect with the 2" line. This new box includes an 8" sleeve loosely supported by the web in the box. This sleeve is 3" at filling end, but is tapped for 2" at the bottom, so making a direct connection with the pipe line. Dimensions of box proper, 7¼x7¼x4¼" deep; dimensions of box over all, 11x11x4½" deep.

These Fill Boxes are intended as a protection to the fill pipe and not to serve as a funnel.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 3. FORT WAYNE, INDIANA, JANUARY 15, 1908. NO. 2

One Good Salesman is Worth a Dozen Poor Ones



A man's sales govern his salary and any man can increase his sales if he will apply himself to the job of doing that thing. To-day salesman are made, not born, a reversal of the old conditions. Study to be a better salesman this year than last, analyze yourself, separate your weak points from your strong ones and then tone up until you feel that you are strong throughout. You can make yourself worth a dozen poor salesmen to the house and to yourself.

Be Convincing

If you meet a man on the street and in a careless drawl he greets you and adds that "It's going to snow," you "Guess it will," forget about it and when the snowing commences are surprised that you had not noticed that it looked like snow. But let another man approach you with the greeting "Good morning, John, it's going to snow sure, see that cloud in the North, that spells snow—coming right this way. Just had a telephone message from my brother who lives three miles north in the country, and it's snowing there now." Then you order the snow plow.

Be convincing—do not talk for the sake of saying something to fill up time. Show by the light in your eye, the tone of your voice, the earnestness of your manner, that selling tanks is business with you—that you know what you are talking about, and that it's a pleasure to tell what you know.

You cannot be convincing unless you are brim full of the thing you are selling. You must know the tank business from A to Z. Know tanks, know oils, know local conditions, know your prospect's requirements, know more about all these than the man to whom you are talking, and then, know how to impart your information to him.

A man's success as a salesman does not depend on the number of words he can say in sixty seconds. Business men dislike a wind jammer. Nor does it depend upon the grammatical construction of his sentences and the distance between periods or the number of words. A single nail hammered into a board will do more to hold that board in place than a keg of nails dumped out on top.

A salesman must know so much about his proposition that he immediately sizes up the situation, the proper arguments spring up before his mental vision—the right method of presenting them is comprehended in an instant and the whole energy of the man is thrown into the sale. Drive home every argument, leave nothing misunderstood as you go along. Carry your prospect along with you step by step, do not leave him floundering behind, because the force of some argument has not been apprehended by him.

Perhaps you are not convincing because of lack of preparation—certain it is that without preparation you cannot be convincing. In your spare time go over your demonstration, your selling talks, your closing arguments, try to improve them, review the failures, study out how you might have improved some opportunities.

The time spent with possible purchasers is a very small part of the entire day. You can make or lose a sale in ten minutes actual conversation, then why put all the work into so small a part of the time. To make that comparatively limited time, which you are privileged to spend with the merchants count for the most it is essential that the time between calls be utilized for study.

It used to be said salesmen were born, not made. That was when few were required and sales methods were crude. The demand rapidly exceeded the supply of ready made salesmen and the made to order salesman is now recognized as the superior type. The hard, consistent, persistent, insistent plugger, whose entire time is spent in selling or revising and improving his selling methods, is in this day of keen competition recognized as the man who fills the bill. That man is naturally so plumb full of his work, so earnest in his manner, so thoroughly convinced in his own mind of the merits of his goods, that he sort of sheds enthusiasm and by the force of his personality which knowledge of his business has given him, wins orders.

Such a man makes his approach in a pleasing manner, his demonstration interests his prospect, his selling arguments are not the old, hackneyed stories of a score of drummers who have preceded him, but are carefully selected truths that apply straight to the case at hand, and when he is through his customer feels safe in acting on the advice of a man who is so thoroughly posted.

CAME DAILY FOR OIL.

Chicago Boy Looted Cash Drawer While Grocer Went Into Basement—Is Sent to Workhouse.

The game that Anton Irman worked upon Grocer John Schramek, 922 Thirty-fifth street, was worthy of a better cause. For some time past Irman, who came from Chicago, provided himself with spending money by calling daily almost at Schramek's store with a kerosene can, having the grocer go into the basement where he kept the oil to fill the can, and meanwhile helping himself to the contents of the cash drawer.

This happened so often that Schramek began to believe that the place was bewitched, never suspecting the smooth Chicago boy. He appealed to the police and Detectives Seehawer and O'Gorman were given the case. They examined the premises, and suspecting Irman because of his daily visits for oil, gave the grocer instructions about the thief's capture.

The next time Irman called, Mrs. Schramek locked the front door from outside while her husband went into the basement. The police officers were then called and found Irman with several clearing-house checks which he had taken from the drawer. It is a peculiar fact that he never took cash, but clearing house checks. On a charge of vagrancy Irman was sent to the workhouse for ninety days.

MILWAUKEE EVENING WISCONSIN

One Million Seven Hundred and Fifty Thousand Dollars.

The 1907 quota of $1,500,000.00 looked like easy money right up to the time of the slump in the money market, and in spite of the handicap of November and December final figures show that we were less than $10,000.00 short and finished 43 per cent. ahead of the biggest previous year, 1906.

In setting the quota for 1908 at $1,750,000.00 Mr. Bowser has shown his faith in the selling force and his confidence in the nation's prosperity. This decision is the result of a lot of careful figuring and arrived at only after a minute review of the entire situation. To say we expect to make the quota, then, is no idle jest; with your co-operation we are bound to make it.

The business is to be had, go after it hard.

Changes in the Sales Department

The following refers to notice or general letter, which has recently been mailed all salesmen, and explains recent changes in the Sales Department.

We believe that with the changes made the Sales Department will be in a better position to look after that end of the business than it has ever been.

Mr. Taylor, with his genial smile, we are sure will be a Manager the Boys will all want to co-operate with with all their might. Mr. Taylor has been up against the proposition himself and knows what it means and we are sure that our Sales Force will present a more solid front during 1908 than ever before.

Mr. Worrall is well known to you all and has now been with us for some length of time. He has filled a number of different positions since he came with the firm and is one of the most capable men in its employ today. He can sell goods by mail; he can go out on the road and make the whole bunch hustle; he gives our competitors that tired feeling when he bumps up against them; he can edit the Boomer and we doubt not could make a real good job at washing windows in the office and he would just as willingly do that as anything else if he thought it would help the Bowser business along.

Mr. Schulze is so well known to you that it is unnecessary to say anything of his work except that he is heart and soul in the business and if the men under him do not make the balance hustle, it will not be Mr. Schulze's fault as he makes things go and go right. Mr. Shulze has sold tanks himself, sold them right, lots of them and can do it again.

Last fall Mr. Zahrt, who has so acceptably filled the position of Sales Manager and who is especially fitted for Office Manager, in addition to the duties he has been performing was given charge of the Office. It was known at the time that it would be an impossibility for Mr. Zahrt to fill the position and look after the Boys on the road as well but be consented to do the best he could in both positions until further changes in the Sales Department could be made. This now having been done, Mr. Zahrt's duties will now be those of Office Manager and with the hundred people or more in the Office, Mr. Zahrt will have no leisure time on his hands. By the appointment of Mr. Zahrt to the position of Office Manager our Office Force in its different Departments is becoming more efficient than ever before, which is to the interest of salesmen as well as the firm.

BOWSER BUSINESS BOOMER

PUBLISHED IN THE INTEREST OF THE SALESMEN
OF
S. F. BOWSER & CO., INC.

H. B. HARPER, : : : : EDITOR

On the First and Fifteenth of each month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editor.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

SHORT WEIGHT MEASURES.

C. V. SMITH talks savings and uses this argument:—"In the time that I've been selling Bowser Tanks, I've had occasion to test a large number of gallon measures and I have found that they average six ounces short to the gallon. On a hundred gallons, your weekly sales, this amounts to 75 cents per week, or over $40.00 per year, which the Bowser will actually save for you."

INSURANCE.

A. F. NAYLOR:—"I find it advisable, when selling gasolene tanks especially, to work very close to the insurance companies. I always post myself on their requirements, make a special effort to explain the Bowser to them and get their recommendations wherever there is any room for argument. I find it is a lot easier to comply with their wishes if you see them before rather than after the installation."

Ed. Note.—This has always been recommended by us. The Insurance Companies are your best friends if you show a willingness to defer to their wishes. S. F. Bowser & Co.'s strong hold on the tank business is due in a measure to the fact that we have always worked as closely as possible along lines acceptable to the Insurance Authorities.

SELLING THE FACTORY TRADE.

"Do not be in a rush to close the sale of a factory prospect. Take time to investigate his wants. After you have learned all you can about his requirements you will be surprised how much better the arguments line up. I always make it a point to learn enough about my prospect's business to be able to sit down and figure for him in dollars and cents what I can guarantee the Bowser will save him in his factory. That's what he wants to know—not how much some one else saves, but how much it will benefit him. You can do this in every case if you take the time to study it out."—J. J. CONNELLY.

FROM F. M. KING.

Order No. 343 was taken under such peculiar circumstances that I feel like telling you about it.

I called on this party and his first remark to me was that he handled seven kinds of oils. As he has a large hardware store, I concluded his consumption was heavy, and as he added that he had an immediate engagement and would be glad if I would return after dinner, in order to make a big impression as to the importance to him of the coming interview, I asked that he instruct his bookkeeper to make out a statement and have it ready for me showing the annual consumption of each as it was necessary in order to save time in discussion later, the subject being a big one.

I got in after dinner and the clerk said he would be ready in a few minutes and in the meantime, I showed model, cuts, etc., not mentioning prices. The clerk came up and handed in list to Mr. Netzer, which I enclose. He glanced at it and passed it to me with the remark that it was very much less than he had supposed and that an investment would not pay him.

I looked at it and felt I was down and out at the first glance. But, I made up my mind I would have a try at any rate and quickly shoving list in my pocket, began to talk about the Laredo onion farms, rain, the San Antonio Fair, etc., for about ten minutes, and then went back to the oil business in the most general way, showing the "Boomer" cartoons, Wheel Tanks and any old thing I could find to interest him and divert his mind from his consumption.

Then I handled gasolene, its dangers, and wastes, and finally closed him and without boring him. I could hardly believe it, but I guess he is satisfied, and I am.

The next time I want an estimate, I shall dig it out quickly from a junior clerk and not bring it up until I know I can make it sell.

Yours faithfully,
F. M. KING.

Here's what was on the slip:
Sales of gasolene, 250 gallons a year.
Sales of raw linseed, ¼ barrel a year.
Sales of boiled linseed, 10 gallons a year.
Sales of machine oil, 1 barrel a year.
Sales of cylinder oil, ½ barrel a year.

The Demonstration

CLOSING A SALE

In back of the store, away from the cash register and cheese-cutter and the scales, I've gotten the proprietor away from the confusion. I know already where he keeps his oil, the kind of tank, the condition of the oil room and the price of the oil.

"Mr. Smith, I have here a model of a Bowser Oil Tank. A tank which will enable you to reduce your oil bill, save time and labor and eliminates the danger and inconvenience usually accompanying the handling of oil. Having a basement, with a tank of this kind, you could store the oil in the cellar and place the pump here in this corner, out of the way and yet, easy to get at. Now, when your customer comes in for a gallon of oil, you take the customer's can (use model can) hang it on the nozzle like this, (while talking raise the cog-bar, filling the cylinder) give one stroke of the handle, like this, an accurate gallon is drawn, price 15c shown here. You hand the can to the customer and proceed to get out the rest of the order. Time, thirty seconds."

TANK.

"The tank is made of very heavy galvanized steel, riveted and soldered inside and out, and painted with three heavy coats of mineral paint. The tanks are made in any size and are guaranteed to remain in perfect working order for three years.

PUMP.

"The pump is self-measuring and computing. By adjusting the quantity lever like this, a full and accurate gallon is drawn and measured at a stroke. Notice the accuracy. A half gallon or quart is drawn in the same way, by simply changing the adjustment here. Try it and see how simply its done and then test the accuracy. Draw me a quart, now a second, another and another, four quarts, one gallon—the measure's full. The real article is just as accurate as that model. Now draw a full gallon (let the merchant do this). Did you note the time it required to draw a gallon? A full gallon of oil for a customer could be drawn in the same time, as the model is proportioned so as to accomplish similar results.

COMPUTER.

"I have shown you how a full gallon, half-gallon or quart is drawn. Sometimes you have a call for odd amounts. To fill up the pail that some girl wants, or to sell ten cents' worth of oil at fourteen cents a gallon. You order an odd quantity, (orders 9c worth). I raise the handle and the needle is opposite the figure nine in red, then pump and there's your nine cents worth of oil.

Or, here's an odd sized can or jug to be filled. I pump until it's full, I can stop at any point instantly, and the black figure shows the money value—eleven cents. With every retail outfit we furnish this computer, and just to show how one checks against the other, I'll draw three cents' worth, five cents' worth, two cents' worth, five cents' worth of oil at fifteen cents a gallon and my measure is just full."

ANTI-DRIP.

"Notice how the flow of oil shuts off instantly without drip—that is accomplished by means of this anti-drip nozzle." (Show it and explain.)

DISCHARGE REGISTER.

"You have a call for oil in five gallon lots and you draw it a gallon at a time. If your attention is distracted, you run a chance of losing count and if you draw a gallon too much, oil is spilled on the floor. With this discharge register (show it), you need pay no attention to what you are doing, each gallon is tallied for you, one, two, three, four, five and so on. You appreciate the value of this. You may be alone in the store and oil is wanted. The pump being right here, you do not leave the store. Hang the can in place, set the indicator, and pump—mistakes impossible. Meanwhile, you keep up your end of the conversation."

GAUGE.

"The gauge shows approximately the amount of oil in your tank. You can tell at a glance the amount on hand, determine the quantity needed ,and check the delivery when made. According to the gauge, you have fifteen gallons in the tank. You order fifty gallons, the indicator shows sixty-five gallons. It prevents mistakes on the part of the oil man and keeps you from running short through ignorance of amount on hand." "Is it absolutely accurate?" "As near as can be made, taking into consideration the effect of change of temperature on oil, etc. It is accurate enough for all practical requirements, and will be found a decided convenience."

QUALITY.

"Let me emphasize the high grade character of the outfit. The entire equipment, tank and pump and all is made of heavy metal and is practically indestructible. Not a particle of wood or glass is used anywhere. The cylinder and valves are of brass. The valves, as you will notice by examining this one are heavy and so de-

(*Continued on page 6*)

All Metal Stand for Little Gem Cabinets

Cut No. 168.

The Little Gem Cabinets, to be operated, must be set on a table, bench or other support so as to raise the handle to the right height. This is not always convenient and the tank cannot always be placed just where it is wanted because there is no table, etc., there. To overcome this we are now prepared to supply the above stand. It is intended for use with Cuts Nos. 70, 72, 500, 501, 502 and 503.

The Good Enough Oil Tank

W. J. Fitzpatrick sends this in as an illustration of what one of his prospects considered a "pretty good oil tank." It's a tin faucet tank in a sugar barrel. It will be noticed that the grocer prefers that the outfit be placed on his neighbor's property.

The Wheel Tank as a Trade Getter

The Pittsburgh Plate Glass Company, of Atlanta, Georgia, purchased through C. W. Hoffritz, a wheel tank for gasolene, and then in a little leaflet published in the interests of Pattons Sun Proof Paints, they illustrate and describe it as follows:

"We have had manufactured for us a special gasolene tank wagon adapted for quick service in the interest of our Atlanta automobilists. This wagon will be stationed all day at the front of our retail store, No. 30 South Pryor street, and the rapid filling of your automobile reservoirs with our high grade gasolene will be the chief feature, thereby causing you no delay. This wagon is equipped with an automatic self-measuring pump which is in full view of the customer. From the cut shown opposite you will readily see how easily and quickly we can place the gasolene in your car without any danger of scratching or marring the finish in any way.

We are also carrying a stock of "Vacuum A Mobile" oil, and will appreciate your order for this commodity.

Inspect our retail store where you will find everything in the way of Paints, Varnishes, Floor Waxes, Waxing Brushes, Floor Stains, Gold and Silver Paint, and we retail.

A visit to our Electric Mirror Room is a treat.

Promptness in deliveries.

PITTSBURGH PLATE GLASS CO.,

R. S. WESSELS, LOCAL MANAGER.

Bell Phone 627-628-629. Atlanta Phone 556.

The Demonstration

(*Continued from page 5*)

signed that they cannot fail to seat themselves after each operation. Notice the double valve arrangement. If anything gets into one valve, the second working independent of the first, accomplishes the desired result, the obstruction is then washed out by the oil flowing through, and the valve is cleaned. This is one of the features that makes it possible for Bowser & Company to guarantee that the pump will continue to measure accurately no matter how long you have it, or how much you use it."

WORKMANSHIP.

"Then here is a sample of the tank. Note the weight of the steel, the closely spaced rivets, a quarter-inch rivet, every inch, spaced and punched by machinery and the riveting done by pneumatic rivetters. Notice the clean, regular rivet heads, note the solder inside and out and worked through. That's an oil tank. Do you wonder that many that we sold fifteen years ago are in use today?"

In future issues we may run other demonstrations such as are used by our successful salesmen. The Editor would be glad to secure criticisms from the salesmen regarding the foregoing.

Fuels

Practically speaking, the choice of fuels for internal combustion motors is limited to gasolene, kerosene, alcohol, benzol, and producer gas, with the general alternative of the steam engine, in whose generator any of these fuels may be used. Producer gas implies the use of coal as fuel, and coal is thus brought into the field as a serious competitor of the liquid fuels.

KEROSENE.

Kerosene, which is distilled from crude petroleum, varies somewhat in composition, and for this reason the heat of combustion of kerosene varies between 22,000 sene is five times as heavy as air, a pound of vapor oc- and 24,000 B. T. U. per pound The vapor of kero- cupying 2.27 cubic feet. Its economic and practical use in the internal combustion motor is still an unsolved problem to a great extent, however, for it possesses some troublesome characteristics. Air carburetted with kerosene is liable to pre-ignition when subject to pressure, and for this reason seems incapable of a high degree of compression. If the liquid is not thoroughly vaporized, the minute particles, coming in contact with the hot metal of the engine cylinder, valves and other parts, will decompose by a "cracking" process and the result will be a deposit of hard carbon. The cure for this is to heat the vaporizing device to a temperature nearly equal to that of a red heat, and to maintain this temperature as the mixture passes to the cylinder.

GASOLENE.

Gasolene vapor is considerably lighter than that of kerosene, being 3.05 times heavier than air, a pound of gasolene vapor occupying 4.06 cubic feet at 32 degrees temperature. The calorific value, like that of gasolene, differs with the composition and ranges from 18,000 to 20,000 B. T. U. Gasolene vapor is explosive when mixed with air in proportions varying from 5 in 100 to 12.5 in 100, the most powerful results being obtained with about 11 per cent. of vapor. It is a curious fact that gasolene, placed in a barrel, will not cause the wood to swell and the joints to tighten, as will water under the same conditions; the same is true of kerosene. Gasolene, when finely atomatized, will become completely vaporized without the addition of heat. There is no difficulty in starting a cold motor on gasolene, an impossibility with kerosene, and its rate of combustion is rapid, giving excellent results even at very high speeds.

ALCOHOL.

Commercial alcohol commonly contains 10 per cent. of water which, as well as the oxygen, has the undesirable effect of reducing its calorific value. Pure alcohol has a calorific value of 19,000 B. T. U., which is decreased with hydration commonly to about 12,000 B. T. U.

Alcohol is a little more readily vaporized than kerosene, but much less so than gasolene, which is an advantage in one way, for it will not evaporate spontaneously to any great extent when exposed to the air in open vessels.

PRODUCER GAS.

Producer gas may be said to be in the field as a motor fuel for commercial vehicles, experiments having been carried on in France with vehicles carrying three-ton loads with results that appear to be satisfactory. Briefly, a producer, as the generator is called, contains a grate on which is laid a layer of coal which is ignited and air, steam or a mixture of both drawn by the suction of the motor piston through the fire. The chemical composition of the gas produced varies with the fuel used; if air alone is used the gas will differ from that produced if air and steam are mixed. A cubic foot of ordinary producer gas has a calorific value of from 110 to 125 B. T. U., and a pound of bituminous coal will produce about 80 cubic feet of gas.

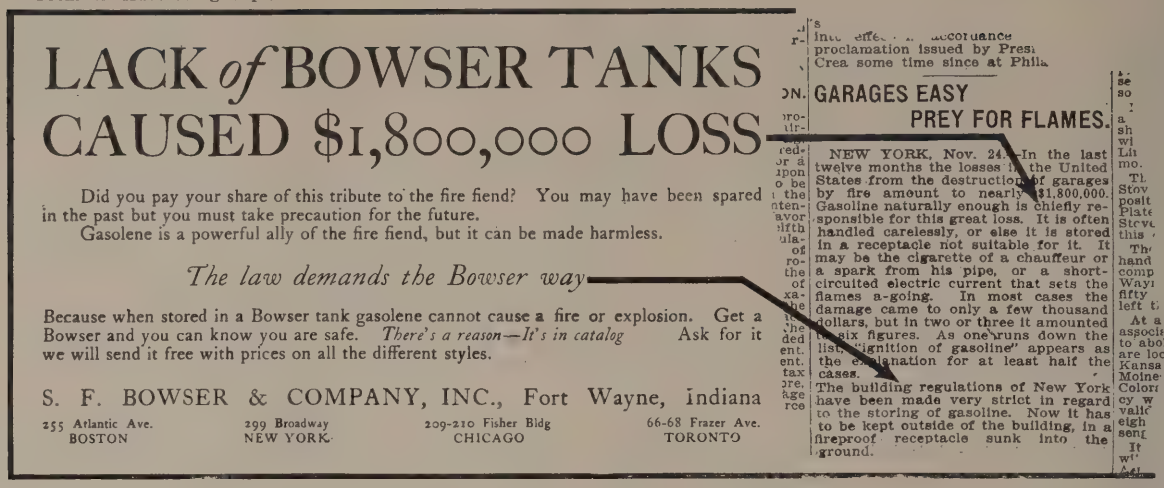
BENZOL.

Abroad considerable attention is being paid to benzol. This fuel is a by-product of illuminating gas plants. In Germany, where gasolene sells at about 50 marks per 100 kilograms, benzol may be bought for 20 marks per 100 kilograms when taken in barrel lots. So far as heat values are considered, benzol is superior to gasolene, the thermal values per gallon being 163,680 and 157,142 B. T. U. respectively. A German engineer who has made road tests of this fuel claims to have observed a considerable increase in motor power over gasolene.

The specific gravity of benzol is .88, and it is not so volatile as gasolene, yet the road tests made seem to indicate that the carburetion problem can be satisfactorily solved. The present low price is due to the fact that there is now little practical use for the liquid, its application being limited to such purposes as the removal of grease spots from clothing, etc. One apparent disadvantage of benzol is that it solidifies at the freezing temperature of water, but as it readily dissolves in alcohol, any trouble from this cause could probably be obviated by using such solutions during the cold season.

Motorists having connections with gas plants might advantageously make a test of this fuel in their cars. It is claimed that no sooting of the cylinder walls occurs, and by separating the lighter proportions of the crude benzol, the sulphur compounds, which might possibly attack the metal surfaces, can be removed.—*Motor, Dec., 07.*

From the Advertising Dept.



LACK *of* BOWSER TANKS CAUSED $1,800,000 LOSS

Did you pay your share of this tribute to the fire fiend? You may have been spared in the past but you must take precaution for the future.
Gasolene is a powerful ally of the fire fiend, but it can be made harmless.

The law demands the Bowser way

Because when stored in a Bowser tank gasolene cannot cause a fire or explosion. Get a Bowser and you can know you are safe. *There's a reason—It's in catalog* Ask for it we will send it free with prices on all the different styles.

S. F. BOWSER & COMPANY, INC., Fort Wayne, Indiana

255 Atlantic Ave. BOSTON | 299 Broadway NEW YORK | 209-210 Fisher Bldg CHICAGO | 66-68 Frazer Ave. TORONTO

...proclamation issued by Presi... Crea some time since at Phila...

GARAGES EASY PREY FOR FLAMES.

NEW YORK, Nov. 24.—In the last twelve months the losses in the United States from the destruction of garages by fire amount to nearly $1,800,000. Gasoline naturally enough is chiefly responsible for this great loss. It is often handled carelessly, or else it is stored in a receptacle not suitable for it. It may be the cigarette of a chauffeur or a spark from his pipe, or a short-circuited electric current that sets the flames a-going. In most cases the damage came to only a few thousand dollars, but in two or three it amounted to six figures. As one runs down the list "ignition of gasoline" appears as the explanation for at least half the cases.
The building regulations of New York have been made very strict in regard to the storing of gasoline. Now it has to be kept outside of the building, in a fireproof receptacle sunk into the ground.

Those Stickers

Are you using them? Big help in getting business. A daily reminder to the merchant that he can get what he needs from Bowser. Here's what some of the Boys say:—

"Splendid idea. Just the thing. Send me a bunch right away, which will not be wasted but used to the best advantage. My personal thanks to the genius who thought of it."—F. M. KING.

"Stickers will be fine, send me some."—S. C. TYNER.

"Poster idea is fine and should serve purpose better than anything else. Send me a supply at once."—E. P. HAYES.

"Have been using a similar idea for a year or more. Can use any that you see fit to send."—R. B. LIPES.

"Glad you got these—send me fifty of each."—GEO. CORNELL.

"This is one of the best schemes of advertising you ever ran across."—A. G. RATLIFF.

In short, the men on the road who have given the matter thought consider these stickers mighty effective advertising—and it is, too. Try it, if you haven't already. Prove it for yourself.

The Secret of Success

NIXON WATERMAN.

One day in huckleberry time, when
little Johnny Flails
And half a dozen other boys were
starting with their pails
To gather berries, Johnny's pa, in
talking with him said
That he could tell him how to pick
so he'd come out ahead.
"First find your bush," said Johnny's
pa, "and then stick to it till
You've picked it clean. Let those go
chasing all about who will,
In search of better bushes; but it's
picking tells, my son—
To look at fifty bushes doesn't
count like picking one."

And Johnny did as he was told;
and sure enough he found,
By sticking to his bush while all
the others chased around
In search of better picking, 'twas
as his father said;
For, while all the others looked, he
worked, and so came out ahead,
And Johnny recollected this when
he became a man;
And first of all he laid him out a
well-determined plan;
So while the brilliant triflers failed
with all their brains and push,
Wise steady-going Johnny won
by "sticking to his bush."

Does this issue of the Boomer suit you, or do you see where it could be improved. If you do not like it, say so,—criticize it freely for we want it to be a salesman's paper and the salesman should know what he wants.

The BOWSER
BUSINESS BOOMER
S. F. BOWSER & Co. INC.
PUBLISHERS

VOL. 3. FORT WAYNE, INDIANA, FEBRUARY 1, 1908. NO. 3

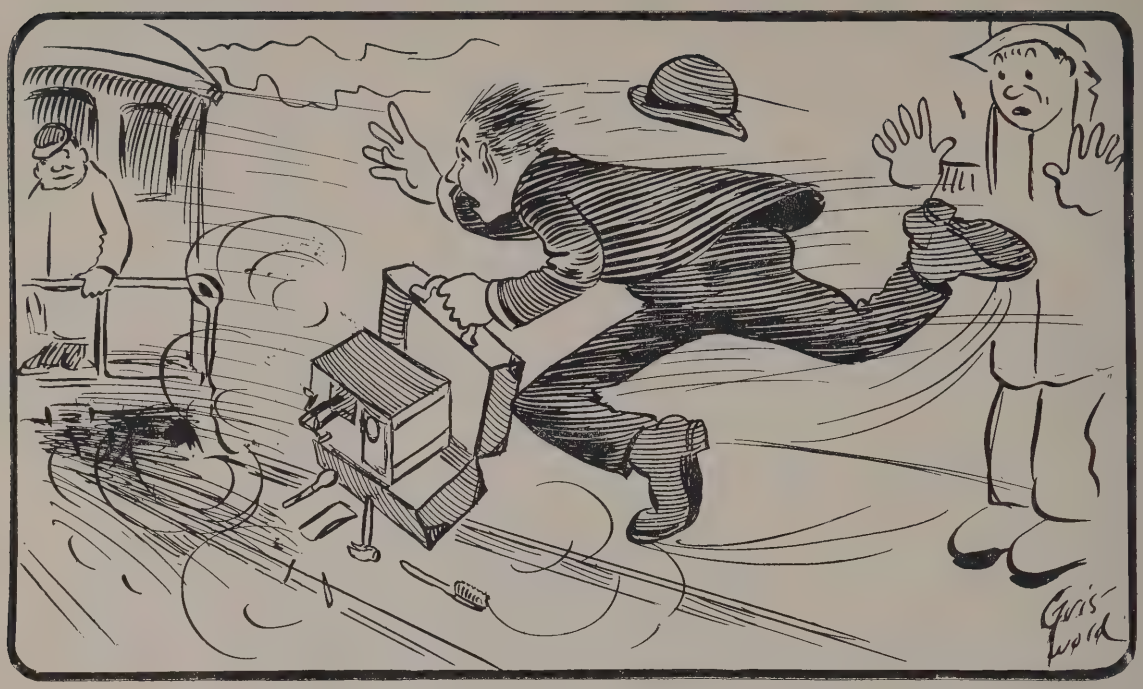
THE MEDAL OF MERIT

ENLARGED VIEW

ACTUAL SIZE

THE PRIZE WORTH YOUR BEST EFFORTS

DON'T! Don't!



Don't be in a hurry to get away from a prospect; take all the time necessary, its better to miss a train than a sale. Never look at your watch; it suggests that your tine is limited aud offers to the prospect a chance to put you off. It also antagonizes him for you are asking him to spend his hard earned money and he feels that he shouldn't be hurried.

This does not mean that loafing is to be recommended—when you are through, quit, but be sure you are through and don't let a train schedule regulate the time spent with a prospect.

Some Interesting Figures

During 1907 we used in the manufacture of Bowser Tanks material of various kinds in the following amounts:

Galvanized Iron.—We used 1,000 tons, 2,000,000 pounds of galvanized steel, enough to make a single Type "B" Tank, ten feet high, ten feet wide, and two miles long, with a capacity of eighty million gallons.

Rivets and Solder.—11,200 pounds of rivets have been used and 30,000 pounds solder, enough to rivet together two strips of metal forty miles in length spacing the rivets with one-inch centres and solder same inside and out.

Castings.—In castings for pump parts, flanges, etc., we used one million three hundred and fifty thousand pounds.

Lumber.—The lumber we used would make a board walk two feet wide, from Fort Wayne to Chicago for it totalled 1,452,000 feet.

Brass Tubing.—In cylinders alone, we used 10,000 pounds of seamless brass tubing.

A Correction

Page 4, January 15—"Short weight measures" should be "over weight measures" and "short" in line 5 should be "over."

PASS THE GLAD HAND.

"Pass the glad hand."

It is the heading over a unique list of rules for clerks in a big Minneapolis retail establishment. Here is the rest of it:

"Be cheerful until 10:30 a. m.; the rest of the day will take care of itself.

"You are paid by the day. Spend all the time with each customer that he will devote to business.

"Don't look out of the window while your customer is looking at goods. Be enthusiastic yourself or your patron will cease to be interested.

"Don't express relief when your customer has made a selection. See if he doesn't want to look further.

"Act as though you appreciated the stranger's business—not as though you were doing him a favor by taking his money.

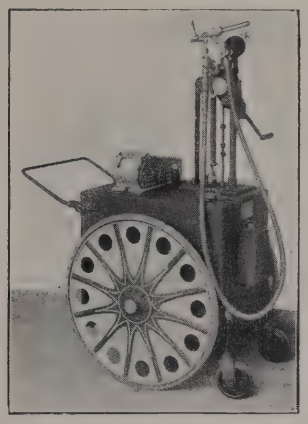
"Pass the glad hand."

"Smile—it costs you nothing.

Improvements in Wheel Tanks

Two important improvements will hereafter be incorporated in the Cut No. 121 Portable Wheel Tank; first, the rivetted tank will be succeeded by a welded tank, and second, the wheel will be made with pressed steel discs instead of wire spokes.

First.—For the purpose of welding we have installed at a very considerable cost an Oxy-acetyline



System of Autogenous Welding. With this equipment a flame having a temperature of 7,000 degrees F. is applied to any joint and when completed the joint is actually stronger than the plate itself. This flame is secured by a combination of acetyline gas and oxygen properly mixed, and creates the hottest flame possible to obtain. The result is that the wheel tank is a seamless tank as if made from a single piece of steel. A leak is an absolute impossibility.

Second.—In regard to the new wheel.

The most expensive, strongest wire spoke wheel we could buy would not stand up against repeated bumpings by heavy automobiles. To overcome this difficulty, we have contracted with the Indestructible Steel Wheel Company of Chicago for a pressed steel wheel equipped with New Departure bearings. This wheel will stand 25,000 pounds crushing strain and 8,000 pounds side strain and is made of two steel discs pressed together with slight corrugations to represent spokes. They add very materially to the solidity of the outfits. Cuts Nos. 121 and No. 152 outfits are to be equipped with those new wheels as soon as we can secure delivery of the first consignment, which will be about March 1st.

With these new wheels, the outside dimensions of the Cut No. 121 tank will be changed, the new dimensions being: Length, 28″; width, 19″; heighth, 24″—width over all from outside of hub to outside of hub, 42″.

The all metal hose described in Nov. 15th issue of *The Boomer* is standard with the Cut No. 121 Wheel Tank.

How Gasoline is Made

A big fire is built beneath a large cylinder tank holding 500 or 1,000 barrels of petroleum. Petroleum, or crude oil, while cold retains all its gases and vapors in a liquid state. When the crude oil begins to heat, the light gases rise and enter a large funnel-shaped hood at the top of the tank. From the small end of the funnel runs a coil of pipes surrounded by running water. The first vapor to arise is the highest test gasolene. The object of the running water within the pipes is to cool this vapor, thus changing it back to a liquid form, and it enters a second tank or mixer in liquid form.

This liquid, however, is full of impurities, and is especially impregnated with carbon, and to remove this carbon it is necessary to give it a bath. This is done in the mixer, the lower end of which is funnel shape. An air pipe is brought up through the bottom, and at the top are a small number of pipes filled with small holes. Through this pipe fresh air is forced with high pressure. A second pipe is brought into the tank from the top, through which is run sulphuric acid, which is much heavier than the liquid in the tank. The air forced through the pipe at the bottom of the tank keeps the sulphuric acid dancing back and forth until it has mixed in with every drop of the gasolene. Particles of carbon and other impurities are separated from the oil and absorbed by the acid. When the sulphuric acid has washed out all the impurities the air is shut off, and the acid sinks to the bottom of the tank and is drawn off.

The next move is to rinse the mixture and remove the sulphuric acid remains.

An alkali mixture is poured into the tank and the air pipes are again started to work. The alkali is washed back and forth until every part of the remaining sulphuric acid has been gathered up. Then the air pumps are stopped and the alkali sinks to the bottom of the tank. A stop-cock is opened and the mixture of alkali and sulphuric acid is run to waste, and only pure gasolene remains within the tank.

From the bottom of the tank leads another pipe, with several stop-cocks attached. An expert opens the stop-cock and tests the gasolene as it comes out. The various grades—76 degrees, 74 degrees, 68 degrees, etc.—are all conducted to their respective tanks, where each is stored.—Motor, Sept., '07.

BOWSER BUSINESS BOOMER

PUBLISHED IN THE INTEREST OF THE SALESMEN
OF
S. F. BOWSER & CO., INC.

H. B. HARPER, : : : : EDITOR

On the First and Fifteenth of each month.

Issued solely for the benefit of the Bowser Salesmen.

Copy for insertion must reach the editor ten days in advance of publication. Contributions are invited from every representative and employe of the company, to be used at the discretion of the editor.

Selling Arguments Hot from the Field

Under the above head, each issue will appear arguments actually used by successful salesmen to meet objections raised by prospective customers.

To keep this feature active will require new contributions right along so if you've some good selling or closing arguments, some answer that meets the occasion, send it in and let it serve to help some one else.

Mr. ———, the drip pan with our outfit is furnished with a tube which runs to the bottom of the tank, consequently there is exposed to the air an oil surface of only about five-eighths of an inch in diameter. This means that in the two barrel tank, less than 1-1100 of the surface of the oil is exposed. The rest of the surface is absolutely free from all chance of evaporation.—R. B. LIPES.

GETTING AT THE REAL REASON.

If you have difficulty in closing an order be sure before you leave him that you get his true reason. He may put you off by saying that he is not ready for a tank, or is thinking of moving, has chances of selling out, or he does not handle enough oil, any one of a hundred or more excuses may be offered and all the time he may be holding back on the out and out real reason.

Mr. C. F. Hatmaker, one of the most successful salesmen we ever had, used to advocate this. He showed genuine disappointment at not securing the order and preliminary to closing the discussion looked up at the prospect and expressed regret that he had not explained the equipment in the proper manner. Instantly, the prospect is on his side, tells him that there is nothing that he could have done that would have changed the situation, and nine times out of ten, he then will give you the true reason. He is short of money. Now, you are in a position to commence all over again, knowing his reason you know just how to get around him and you stand an excellent chance to land him by offering him a slight extension of terms or something of that kind.

A QUALITY TALK.

Mr. Geo. Hance advanced a favorable and convincing argument on comparative values as follows:

Take an old plow horse and a high class race horse. They are both horses, each has four legs, a head and a tail, and at first glance you are getting more for your money out of the plow horse than the race horse, but you cannot get them for the same money, and the man who wants a race horse is not going to be fooled into buying the plow horse. If he wants a race horse, he is mighty glad to put up the difference because he is buying the horse for what it would do in that line and not for the difference in weight and appearance.

Editor of Boomer:—

You ask me for a few lines from my pen in regard to experiences in selling Bowser Tanks. The field is such a large one that I hardly know where to begin, so I think I shall write you in regard to my first sale and by the way, it was to the first man to whom I attempted to sell, that did not have one.

I had not, at that time, had the good fortune to meet any of the Factory Force, had not been "drilled" by any old salesman, or received any like helps, so I left home for my territory with grave fears as to my ability to sell the goods and "get the price."

Arrived on territory, I was in doubt as to what town to start work in, decided that a small town would be best for me to talk Bowser Tanks in. En route to Sheldon, N. D., I made myself a promise that I would sell the first merchant I found who did not have a Bowser Tank.

The first merchant I called upon had a five barrel First Floor Bowser, was well pleased, claimed had used it eighteen years, as good as new, then told me every dealer in town had a Bowser, but that there was one merchant who did not handle oil whom he thought should get a Bowser and keep oil. I called on said merchant at once, 10:30 a. m. He informed me that he did not handle oil—too dirty—no money in it. "Tanks cost so much that no merchant could ever get them to pay for first cash." "Did not handle oil, would not handle oil, etc., etc."

I stayed until he went to dinner, 12:30 p. m., no prospect of a sale. Left my grip in his store and took

Continued on page 5

At the Factory Meeting

January 16 and 17, 1908

Top Row reading from left to right—Geo. A. Sill, H. C. Worrall, A. H. Pierce, Roy Walker, J. L. Rhoades, H. S. Parker, E. F. Holtz, F. V. Meegan, A. D. Wyckoff, H. C. Carpenter, J. L. Handy, G. H. Williamson, C H. Bunting, W. W. Barkalow, T. D. DeVilbiss, C. A. Carrel.

Second Row—F. T. Sloan, R. S. Johnson, G. M. Porter, C. P. Law, R. G. Shulze, J. N. Dietch, W. E. Jenkinson, F. A. Knoche, W. A. Pitcher, J. M. Sitton, J. J. Connelly, F. F. Davis, G. W. Bigelow, W. T. Simpson, J. L. Holmes, E. M. Caskey, E. J. Murphy.

Bottom Row—S. F. Taylor, W. R. Hance, J. W. Runyan, C. A. Dunkelberg, Allen A. Bowser, S. F. Bowser, A. Z. Polhamus, S. B. Bechtel, E. M. Savercool, D. A. Corey, W. T. Hatmaker.

Selling Arguments

Continued from page 4

a hard earned luncheon myself. At 1 p. m. was again in his store, stayed with him until the hour for his evening meal. When he was not waiting on customers, I was endeavoring to show him now necessary it was for him to handle kerosene, and that there was only one right way to handle it, and that was with a Bowser Outfit.

When he went to his evening meal, I did likewise, leaving my sample case in his store purposely so that I would have a good excuse for returning. He had told me at least fifty times that day that he would not buy our outfit.

After the evening meal I found him in his store, customers lacking, and I commenced on him anew, I working for the order and he reiterating his statement. "I will not handle oil, I do not intend to handle oil the coming year and I will not buy your tank," etc., etc.

Mr. Editor, I wish to assure you that at least a dozen times during the forenoon, afternoon and evening, I mentally gave up the battle, but, each time, after considering the question from its many standpoints, I would return to the battle with the determination to sell him.

Result, at 11:30 p. m. I walked out of his store with an order No. 1 for a First Floor 3-barrel Outfit, and the records at the factory will show whether I "got the price" or not.

Respectfully,

A. B. Cornell.

P. S.—I believe this was my hardest as well as first sale.

Gasolene Tank Sales

Are you awake to the possibilities of selling gasolene tanks to merchants already using a Bowser for kerosene. Some of the men do and fifty per cent of their sales are for gasolene tanks. One of our men, a man who stands among the leaders every month, covering a territory that has been systematically worked for twenty-two years, sold 109 gasolene outfits out of a total of 186 outfits sold in a certain period. He realizes the importance of the gasolene business, but do you?

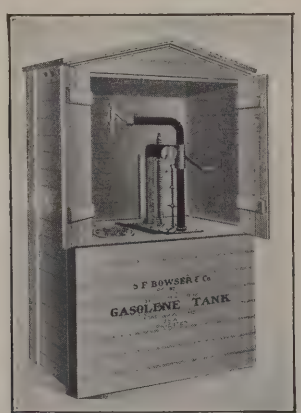
The use of gasolene is daily increasing; automobiles, stoves, lighting systems are calling for more and still more gasolene. The drug stores formerly monopolized the retail gasolene business, now nearly every grocery and hardware store deals in it, or would if he felt it safe to do so.

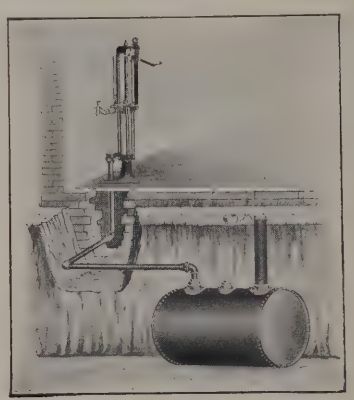
In selling a Bowser user an outfit for gasolene, the battle is half won before you start in. His kerosene tank bears witness to the quality and utility of Bowser goods. It may be out of date, old style, etc., but it works right and has given the merchant perfect satisfaction.

handles oil. Some merchants have to be shown that a gasolene trade is desirable and that it can be increased by the use of a Bowser Tank. Any profitable trade is desirable, if it is not attended by too many disagreeable features. With no commodity can more money be made in a year on so small an initial expense as can be made in the sale of gasolene and other oils. A ten dollar investment can make a twenty per cent. profit every week in the year, for ten dollars' worth of gasolene a week can easily be sold in almost any location.

That a Bowser Tank adds to gasolene business has been demonstrated right here in Fort Wayne. There's a certain druggist here who formerly had all the gasolene business in his section. We sold three grocers in that vicinity gasolene outfits—today each grocer is selling 150 gallons a week, at a profit of 3 cents a gallon, and the druggist sells practically none.

If a merchant has a Bowser for oil, do not gracefully back away from him, but go after him hard for a gasolene tank. If you sell a merchant a Bowser for oil and cannot at that time interest him in a gaso-





If the merchant handles gasolene, his interest is easily aroused in "a tank for gasolene made by the same people that made the kerosene tank" and permission is readily granted to demonstrate improvements, safety, etc.

If the merchant does not handle gasolene, ten to one its not because he has no call for it, but because he is afraid of it and is entirely willing to learn how it may be handled safely and as conveniently as he now

lene tank, just put that man down in your book as a good prospect for a gasolene tank on your next trip. We figure territory by population and the number of possible customers. You can double your territory by working the gasolene end.

Try this plan now, on this trip, for the gasolene season starts with a whirl as soon as the winter is over. Spring brings out the automobiles, summer the gasolene stoves. Get the merchant to prepare for this increased trade by buying now.

PERSONALS

V. E. Osteyee started the year with a telegraphic order for six Cut No. 15 Outfits for a hardware store in Cairo, Georgia. This emphasizes the importance of this class of trade, while it again demonstrates Osteyee's ability to sell the best there is.

Circularized two counties in Kentucky for J. M. Tyner and received seven inquiries within a few days. If only three are sold, and that's a small proportion, Tyner has paid for his circularizing for the next couple of years.

Four inquiries the result of circularizing two counties in Illinois have just been sent to Mr. J. R. Harper. Mr. Harper says he finds he can usually sell four out of five who make inquiries and is an enthusiast regarding circularizing.

R. S. Johnson, factory representative in Cleveland, sold a 210 point order early in the month. He says prospects for 1908 are immense and expects to double his 1907 business.

W. H. Ladd's order No. 411 calls for a Cut No. 121 Wheel Tank for the private garage of Andrew Carnegie, the "Lord of Skibo," for use at his New York City residence. A recent mail order specified the same style for the private garage of the Countess of Yarmouth for her summer home. The countess is a sister of Harry Thaw. These two orders are mentioned as illustrative of the fact that where the best is wanted the Bowser is sold.

The bank deposits of the United States amount to $13,000,000,000.00, of which the savings banks alone show $3,690,078,945.00, a gain of 561,000 individual depositors and an increase of $207,941,727.00 in deposits over the most prosperous previous year the country has ever seen—1906.

It is with considerable regret that we have to chronicle the death of our Mr. Knoche's father, who passed away on the 20th at the advanced age of seventy-seven years. In his bereavement Mr. Knoche has the sympathy of every Bowser man. The old gentleman had lived a life of usefulness, had passed the allotted span of life and has now gone home.

Hats off to the ten highest men for 1907. The order of their total business was:

F. W. Meegan, New York.
R. S. Johnson, Ohio.
W. E. Jenkinson, California.
C. E. Saunders, Florida.
W. Robertson, New Foundland.
J. N. Dietch, Buffalo.
W. H. Ladd, New York City.
K. F. Hessenmueller, Chicago.
W. C. Smith, Washington.
H. T. Purdy, Mississippi.

George DuBois, a new man with part of Tennessee as a territory, starts in splendidly with four orders taken the first week.

R. E. McIntosh achieved distinction in January by sending in six orders in one day, following two orders mailed the day before.

A 160 point order secured by Mr. Runyan from one of the largest steel companies in the United States is one of the indications we have of the return of things to a normal basis.

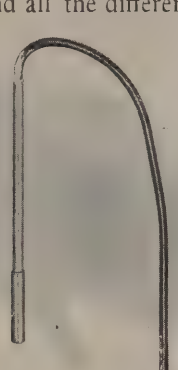
Good-bye and Success to You

Today the Editor severs his connection with S. F. Bowser and Company to take up the work of advertising manager for the Ford Motor Company, Detroit, Michigan. In parting he desires to thank you for the courtesies and kindnesses of the past three years. The friendships made he will not soon forget, the assistance rendered will always be remembered. He owes much to S. F. Bowser and Company, and his only regret is that in going he cannot take them with him. He will always be deeply interested in the welfare of his friends here and that includes every employee of the company. May the future contain for each of you the greatest prosperity you have ever known. Bigger orders and more of them, health, wealth and happiness, may they all be yours, and now and then remember the editor.

Good bye and success to you.

FILLING DEVICES

The various methods employed to transfer the oil from the barrels to the Bowser are here illustrated and briefly described. How to get the oil into the tank is one of the first questions the purchaser asks and it is therefore advisable to understand all the different arrangements as each is intended to meet some particular requirement.

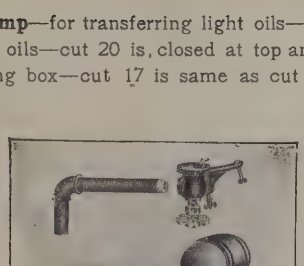


CUT 3

Perfection siphon—Insert the Brass pump end in bung hole of barrel, the other end in drip pan of cellar outfit or in fill pipe—a few up and down strokes of pump starts the flow which then continues until barrel is empty,

CUT 5

Transfer Pump—for transferring light oils—cut 20 for heavy oils and volatile oils—cut 20 is closed at top and plunger works throngh a stuffing box—cut 17 is same as cut 20 except made entirely of brass.

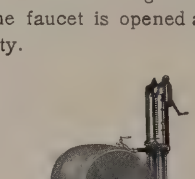


CUT 130

First floor Barrel Drainer—used with cut 134 angle faucet. The barrel is raised on to the drainer and wheeled into place along side of the tank to be filled with the bung hole on the top side, the angle faucet is clamped into place so that when the barrel is turned the other end of the faucet is in filling hole. Then open the faucet.

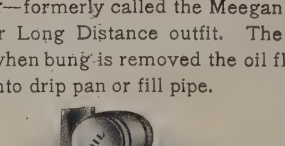
CUT 132

Taper bung faucet—used where barrel is elevated over manhole or filling hole—is inserted in bung hole then the barrel turned and when ready for the faucet is opened and the contents of the barrel run out by gravity.



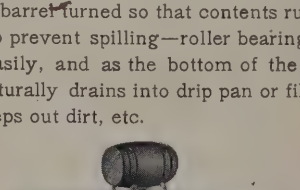
CUT 133

Barrel drainer—formerly called the Meegan sets over the drip pan of a cellar or Long Distance outfit. The barrel is rolled up into position and when bung is removed the oil flows through bung faucet, cut, 132, into drip pan or fill pipe.



CUT 135

Combination skid and Barrel drainer formerly called the Scotland drainer. The barrel of oil is rolled up the handles, the bung removed and the barrel turned so that contents run out. The front is high enough to prevent spilling—roller bearings permit of turning the barrel easily, and as the bottom of the drainer is funnel shaped the oil naturally drains into drip pan or fill pipe. A screen in the drainer keeps out dirt, etc.



CUT 139

Track wagon Barrel drainer—for use where a battery of tanks are set back to back and one rail of the track is set on each tank. The wagon runs along the track and an angle faucet, cut 134, is used to transfer the oil same as with cut 130. With this outfit a cradle and hoist is also used.

Barrel track cradle and hoist—Batteries of Type B tanks to be complete should include the track cradle and hoist. When sold for Batteries tanks are made long and narrow and 2 bbl and larger can be equipped with track—one barrel tanks if larger can not be sold, can be equipped as shown in cut 139 as with one track on tank the other separately supported back of tank.